NOW 25c

The Billboard

The World's Foremost Amusement Weekly

APRIL 18, 1942 Vol. 54. No. 16

MARTIN BLOCK

Conductor of STATION WNEW'S MAKE-BELIEVE BALLROOM

23 PERSONAL LETTERS

(WITH THE SAME MESSAGE IN EACH)

to:

the recording company executives and artists who had such great success with

INTERMEZZO

THE GREATEST SWEET BALLAD OF OUR TIME

Carmen Cavallaro, Xavier Cugat, Benny Goodman, Marie Green, Bob Hannon, Woody Herman, Harry Horlick, Allan Jones, Albert Kerry, Wayne King, Guy Lombardo, Clyde Lucas, Enric Madriguera, Freddy Martin, Tony Martin, Joan Merrill, Toscha Seidel, Vladimir Selinsky, Charlie Spivak, Leonard Joy at Victor-Bluebird, Dave Kapp at Decca, Manie Sacks at Columbia-Okeh, and Eli Oberstein at Elite.

EDWARD SCHUBERTH & COMPANY, INC.

Music Publishers, Importers, and Dealers

11 East 22nd St.
New York, N. Y.
April 15, 1942

To all of you who did so much with **Intermezzo**, this same house now gives you these great **new** numbers. Make it a point to hear them: you'll like them. And remember—they're from Schuberth, the house that gave you **Intermezzo**.

DARLING, I LOVE YOU (from Tschaichowsky's Concerto—Part 2)
LOVE'S RHAPSODY • SONG OF THE NIGHT
MY LOVE • LOVE, YOU HAVE WON MY HEART
DID YOU DID IT (OR DID YOU DIDN'T DID IT) **?**

Sincerely,
EDWARD SCHUBERTH & CO.
per Fred Kraft

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Vol. 54. No. 16

The Billboard

The World's Foremost Amusement Weekly

April 18, 1942

RADIO PUBLICITY WINNERS

Publicity Survey at a Glance

A total of 154 radio editors participated in *The Billboard's Fifth Annual Radio Publicity Survey* as compared with 151 in 1941, 149 in 1940 and 122 in 1939.

Of the 154 editors voting, 100 stated they read their publicity, 47 gave qualified answers, 6 editors do not read their publicity.

Ninety-five editors said network releases are of considerable value to them, 48 said "moderate" value, 9 said "no value."

Ninety-one editors said stations in their territory maintained satisfactory press departments and 37 editors said station press relations were unsatisfactory.

Principal shortcomings of stations' press departments are "not enough information," "copy not newsworthy," "late corrections," "no service," "not prompt enough."

Columbia Broadcasting System, for the fourth successive year, was voted as having the best network press department, with NBC a close second and Mutual third. Point score was CBS, 304; NBC, 288, and MBS, 129. Louis Ruppel heads the CBS press staff; John McKay heads the NBC press staff, taking over in November, 1941, the post held by Bill Kostka; Lester Gottlieb is chief of Mutual's press department.

J. Walter Thompson was voted as having the best advertising agency press department, with Young & Rubicam second and Benton & Bowles third. Point score was JWT, 210; Y. & R., 197; B. & B., 125. Batten, Barton, Durstine & Osborne came fourth and N. W. Ayer fifth.

JWT's press releases reach more editors than those of other agencies, according to the survey.

Earle Ferris, winner on three previous surveys and second in last year's survey, was voted the best independent radio press agent. He scored 307 points against Tom Fizdale's 189 points and Dave Alber's 137 points. Steve Hannagan was a strong fourth and Hal Davis and Les Lieber fifth.

Ferris's press releases also reach the greatest number of editors.

Network press department service is much better than the press service of advertising agencies, stations or press agents, according to the editors. Press-agent service is ranged second, stations third and ad agency press departments fourth.

Most editors whose papers have radio affiliations say they use copy on "outside" stations.

Additional details on all points in the above summary are given in accompanying story and charts.

154 Newspaper Editors Voting in 5th Annual Billboard Survey Give Nod to CBS, Thompson, Ferris

NEW YORK, April 11.—According to 154 radio editors of the United States and Canada, voting in *The Billboard's Fifth Annual Radio Publicity Survey*, Columbia Broadcasting System has the best network press department, J. Walter Thompson has the best advertising agency press department, and Earle Ferris is the best independent radio press agent.

Columbia's win this year marks the fourth consecutive time the network has taken the honors, three of these times under the guidance of Louis Ruppel, CBS press chief. NBC, which switched press department chiefs in November, 1941, when John McKay took over, came thru a good second. Mutual this year increased its score in third place.

In the advertising agency division, J. Walter Thompson won the award for the fifth successive year, with Young & Rubicam again in second place and Benton & Bowles in third. The scoring in this division, however, was very close, Y&R coming thru with a higher score than last year and polling more first places than JWT. Great number of JWT's second-place votes, however, carried the agency ahead of Y&R. Benton & Bowles, in third, scored almost twice as many points as last year, altho its position, third, remains the same.

Among the independent press agents, Earle Ferris, nosed out by Tom Fizdale last year but winner on three previous surveys, came back to take first place by a very healthy margin. Fizdale was second and Dave Alber third. Impressive score in the press agents' division was rolled up by Steve Hannagan, comparatively new in the radio publicity field.

(Continued on page 5)

Set Up Combo War Fund for Armed Forces

NEW YORK, April 11.—An Outdoor Amusement War Relief Fund which will concentrate on navy and army fund-raising has been set up, superseding and augmenting an identical outdoor amusement wing for the Navy Relief Society, of which George A. Hamid was chairman. Hamid remains as chairman of the combination fund, following suggestions by showmen that Army Emergency Relief also share in the campaign thru the trade.

Hamid called a meeting in his office yesterday, attended largely by amusement park officials, and plans were mulled. Proposal is to ask amusement parks and concessionaires to devote 10 per cent of receipts on a Wednesday to the War Relief Fund, and it is aimed to make Wednesday take on national proportions as the day for armed service charity. Hamid was to ask the directors

(See WAR FUND COMBO on page 54)

RB Given "Theater" Tinge

Holidays Spec, Ballets Radiant; Names to Fore in N. Y. Opener

Art Concello Succeeds Smith

NEW YORK, April 11.—George Smith, for many years general manager and technical executive of the Ringling-Barnum circus, has been replaced in his post by Art Concello, performer manager of Flying Concellos. When queried today about a report that Smith is out and Concello in, Henry Ringling North, vice-president, said the report was "substantially correct." No reason was advanced for the move. Smith was manager until a few years ago, when he left to become an organizer for a union having circus jurisdiction and he dealt with his erstwhile employers himself in aiming at a union shop for performers and others. Later he left the union and was taken back by Ringling in his old job. Concello operates the three flying acts on the show and also two or three other troupes. He is from Bloomington, Ill., home of many circusers. He has been a performer for about 12 years and is married to Antoinette Concello, featured flier.

NEW YORK, April 11.—The Ringling-Barnum circus came thru with a highly Broadwayized effort as it unfolded at the Garden Thursday (9) while snow flew and a severe chill pervaded metropolitan New York. There were so many theatrical and production get-ups that it could pass for a colossal extravaganza to end all c. e.'s without much trouble. On this trip the white-haired boy who was asked to bring the theater to the circus is John Murray Anderson.

John Ringling North started the succession of White Light contributions in his very first season as all-out Big Show impresario in 1938, when he retained Charles LeMaire to create the spec *Nepal* and manicure other portions of the show. That was also the year for the debut of Gargantua and Frank Buck's first tour with the circus. What with the famous Scranton strike and a merger with Ringling-owned Al G. Barnes Circus, LeMaire didn't really get the required opportunity to score with the masses, so he was retained again in '39 and did the spec, *World Comes to the World's Fair* (never explained whether it was New York or San Francisco, but probably a bow to both coasts) with the help of costumer Andre Sherri. That was the last year of lion trainer Terrell Jacobs with the show.

In 1940 LeMaire gave way to the Frenchman Max Weldy, who created *Return of Marco Polo*, and dolled up the tanbark's departments. That was the last year of the double-trapeze artists Bi and Jennie Rooney with the show. Weldy proved to be strictly a one-season designer because last year the Broadway veteran, Norman Bel Geddes, turned in the production job, including the extravagant pageant, *Old King Cole and Mother Goose*, which was plenty oomphy and lacked nothing in color and charm for all ages, including the very tender bracket. Geddes' teammate was Albertina Rasch, who uncorked some swell ensembles heavy on light-toreod gals. That was maybe the last year of the jumping horses, trampolines, and the

(See BIG ONE STRESSES on page 30)

Time Bomb

NEW YORK, April 11.—Officials of the National Broadcasting Company here pulled thru their first sabotage scare with colors—and coats—flying.

During a program audition Wednesday night (8), musicians in the band hopped out for a fast java. Many others remained behind in the studio when suddenly a shriek was let out.

Some gal had heard a ticking that sounded like an infernal machine coming from the pocket of an absent musician. Nobody dared touch the coat, so the bomb squad was called. Coppers dipped the coat in oil and water until the suspected time bomb was saturated.

Meantime, Bill Polite, a bassoon player and owner of the coat, discovered what was happening. He explained that it was nothing but an alarm clock he had purchased before coming to the studio.

And that's all it was.

But who pays for the overcoat?

157 Pic Ops Sue ASCAP

NEW YORK, April 11.—The American Society of Composers, Authors and Publishers has been made the target of a suit instituted by 157 operators representing 235 motion picture houses, asking triple damages amounting to $600,784.

The operators, in a 400-page complaint, alleged that ASCAP maintains an illegal monopoly of music rights and coerces operators into paying an illegal seat tax.

The theaters contend that ASCAP gets revenue for the production rights when film producers pay the ASCAP assessment at the Hollywood end of the industry and that the seat tax charged to the theater is a repetitious outlay. Question of whether ASCAP has a right to both production and reproduction taxes has never been formally settled by a court decision.

Also named in the suit as co-defendants are 18 music publishers, all members of ASCAP, including Shapiro, Bernstein; Irving Berlin, Bregman, Vocco, Conn; Harms, Fisher, Mills Music, Leo Feist, Schirmer, Harry Von Tilzer. Several publishers named are affiliated with film producers.

Houses maintain that ASCAP employs illegal arbitrary devices whereby the operators pay for entire ASCAP catalog rights, when only a small portion are suited to their needs.

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N. Y. Burlies Lose First Round In Test Case on Moss Decision

NEW YORK, April 11.—Supreme Court Justice Levy today denied the application of the Gaiety Theater, local burlesque house, to restrain License Commissioner Moss from refusing to grant a renewal of the theater's license. Decision means that local burly houses have lost the first round in the legal battle to reopen in the face of Moss's arbitrary decision to close them down on what he claims are moral grounds. The Gaiety court fight was considered a test case, and was supported by the four other local burly spots. These are the Eltinge, Republic and City theaters here and the Star, Brooklyn.

Moss, acting in conjunction with Mayor La Guardia, refused license renewals despite the fact that the censorship board set up by the mayor himself three years ago advocated the renewals, and also despite the fact that local laws have provisions for trying shows on moral grounds and closing them if the allegations are sustained. The La Guardia-Moss action was immediately attacked as an act of arbitrary censorship, and support rallied to the burlesque houses, most of it based on the belief that, whether or not the shows were okay, the method used to stop them was undemocratic and a highly dangerous precedent. Among organizations attacking the Moss-La Guardia censorship and supporting the houses in their legal fight are the American Civil Liberties Union, the League of New York Theaters, the various actors' unions and the New York Drama Critics' Circle. Morris Ernst is attorney for the burly houses.

Justice Levy handed down a 14-page decision. It read, in part: "There is abundant factual support for the commissioner's determination that the petitioners' performances have been predominantly offensive to public morals and decency, and, in the absence of any showing of abuse of discretion, the court may not substitute its judgment."

It is believed that the Gaiety will appeal the decision.

Center Ice Show May Hold On

NEW YORK, April 11.—Center Theater ice show, which plans to close next Saturday, may continue indefinitely if business continues as good as it was last week. It grossed $8,500 in three performances Sunday and Monday.

The ice show's first edition opened at the Center October 10, 1940. Sonja Henie and Arthur M. Wirtz plan to open a new ice show at the Center in June.

Fund Committee Named

NEW YORK, April 11. — Nominating committee to select candidates for officers and trustees of the Actors' Fund of America was picked by the Fund's directors this week. Committee is composed of Sam Forrest, chairman; Marcus Heiman and Lee Baker. Election will take place May 8 at the Lyceum Theater.

Interstate's Student Show

AUSTIN, Tex., April 11.—University of Texas students this week showed their stuff to Charles Freeman, Interstate Circuit director, here to pick for his string's collegiate musical, touring the circuit this summer.

Made up entirely of students from Texas colleges, show will include a 14-piece ork and emsee, dancers, singers, mimics, acrobats, etc. A dance team will be selected from each college.

"Our plan is," Freeman said, "to go into rehearsal immediately after commencement. We will take students to Galveston to rehearse, preview four days there, then do six weeks on the circuit. After this we will endeavor to get the USO to sponsor the show thru army camps in the 8th Corps area."

Interstate will pay expenses plus about $25 weekly. Tours will be chaperoned, but parents must approve.

GEORGE SPELVIN Patrols the BROADWAY BEAT

WITH horses dotting the streets again, there's been a revival of the old legend that, if you see a white horse, a redheaded gal isn't far away. And it still seems to work. . . . The various quizmasters drew some lulus last week. Bob Hawk had a lady schoolteacher from Cleveland on his *How'm I Doin'* show who did all right until asked what she would prefer to have fall on her head, a gram, a kilogram or an ounce. This educator of Ohio's young chose the kilogram. Phil Baker asked one of his contestants what word rhymes with June. The lad was stuck, so Baker asked him what comes out at night. "The stars!" cried the quizzee, obviously overjoyed at his own perspicacity. And Sir Cedric Hardwicke on *Information Please*, tho he said he'd appeared in *Hamlet* several hundred times, was unable to tell how many people died or were killed in the last act. It's all pretty depressing. . . . A familiar figure was recently spied on a subway train gazing avidly at the picture of the lass chosen as "Miss Subways" for April. Unable to get a good look, he whipped out a pair of eyeglasses and kept on gazing. The familiar figure turned out to be one of the "blind" beggars who frequent the Stem. . . . Speaking of blind beggars, one of them, led around by a woman, has been getting quite a play by singing *I Don't Want To Walk Without You*. . . . Sign of the Times: The new soap opera, *The Andersons*, has managed to skirt the precarious draft situation. All of its central male characters are either too young or too old to be drafted—obviating embarrassing questions from listeners who take their serials seriously. . . . Just before the debut of the new army show on NBC Sunday—in which the War Department tries to interpret the army to the people—H. V. Kaltenborn, at the close of his news period, threw out the suggestion that the War Department should not try to get too many fingers into radio program production because radio men know how to produce a show better than the army does. . . . A certain press agent lost an account last week because he got the gal too much publicity. His arrangement was so much per printed plug, with double that for pictures; the first week he landed $165 worth of space—and was fired because of it.

• • •

MAGICIAN RUSSELL SWANN is naming his new rabbit Spencer the Hare—after his press agent. . . . Zero Mostel (formerly Sam Mostell, art teacher) is worried about his overnight success as a night club and radio comedian. Now he's not able to give as much time to painting. . . . Jack Sonberg, in MGM's research department in New York for the past seven years, left Metro last Friday to take a job as a chemical engineer doing war work. He studied for and got his degree under the night light. . . . Recently an announcer on a local station announced a recorded program of Guy Lombardo's music. "The sweetest music this side of heaven," said the announcer—whereupon the loud-speaker blared out with torrid boogie-woogie that sounded like the hottest music this side of somewhere else. It was all right, tho; it happened on April Fools' Day. . . . Army Department: P. A. Al Davis is all set to join the armed forces. Howard Brooks, magician, has enlisted in the army. Julie Oshins, comedian, is at Camp Upton. . . . Art Henry, who did a standard vaude act for years, is now a chief inspector for the local Selective Service organization and is being used on a lot of showbiz cases. Checks up on deferment claims and the like. . . . A local government employee, out of the show business for years, last week visited a friend backstage at a Broadway vaude house—and spent most of his time smelling the make-up jars.

MARTIN BLOCK

(This Week's Cover Subject)

ONE of the world's greatest salesmen is Martin Block, whose expert cajoling of New York's radio listeners brings him in an income of around $100,000 per year. Block earns this sum in salary and advertising commissions for his fabulous "Make Believe Ballroom" program over WNEW. But that isn't all he earns. There is also the Martin Block Publishing Company, which in less than a year has published such hit items as "I Guess I'll Have To Dream the Rest," "This Is No Laughing Matter" and "Last Night I Said a Prayer."

About eight years ago Block went to work for WNEW at a salary of $20 per week. His career until then had included a period as personal office boy to Owen D. Young, and short spells in various other pursuits, among which were several radio jobs along the West Coast. While on the Coast he heard a program which was, in essence, an unrefined and uncultivated version of his own current "Make Believe Ballroom." Later, in New York, when his progress at WNEW was not swift enough to suit him, he recalled the "Make Believe Ballroom" idea, sold WNEW on the notion, went to work, and—well, here he is.

There are many so-called "platter jockeys" operating on various stations around the country, but the daddy of them all is Martin Block. His word is gospel to untold thousands of consumers in the Metropolitan area; a kind word from him about a record is sufficient to boost its sales thru the roof; his music publishing success has been one of the most phenomenal in the history of the business. There has, in fact, never been anyone quite like him.

The Billboard Subscription Rates Upped

Only two weeks remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

	Until April 30	After April 30
One Year	$5	$7.50
Two Years	$8	$12.50
Three Years	$10	$16.50

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.

Thru Sugar's Domino

Tom Phillips' Inning in AGVA

AT LAST the AGVA bombshell has burst. Certainly not an unexpected phenomenon because, dear children, bombshells are made to burst. And this one was long overdue. Gerald Griffin and his administration have become history. Another chapter has been written of the sordid story of the variety actor's attempt to govern himself. Thus far the score is a goose egg for the actor and a telephone-number array of runs for the opposition. Looked at thru the long eye of history, it is perhaps unfair to conclude that the variety actor cannot govern himself. Yet there is plenty of documentary evidence to back up this contention.

The average actor—the naive little feller trying in his funny way to get along—is not concerned very much with AGVA politics, with Four A's politics or with any kind of politics. In fact, he has shown that he is not enough concerned with anything outside of his efforts to wrest a livelihood from the uncertainties of the stage. In this week's effusion we shall try very hard to resist the temptation to wander from the single objective of making clear to the actor what the latest change in AGVA affairs means to him. That is, we shall try to tell him all we know about the man AGVA has chosen to supplant Griffin.

• • •

The official designation given the job accepted by Tom Phillips, Griffin's successor, is general organizer for the Four A's in charge of AGVA. This means, in simple terms, that Phillips is the latest occupant of the shaky throne formerly held by persons known as the National Executive Secretary of the AGVA. It must be made clear also that none of the predecessors—Maida Reade, Jean Muir, Dorothy Bryant, Hoyt Haddock, Gerald Griffin—had clear title to the berth. From the very beginning of the AGVA, whether or not the Four A's is willing to have it generally known, the International has retained control of the AGVA. So it comes down to this: That everything that has happened in the AGVA has been guided by the Four A's. Or you might put it another way and state that everything that has happened of an unfavorable character has been due to the neglect or mishandling of its supervision by the Four A's.

Let us return to Tom Phillips. He is by no means new to the actors' union movement. We have known him for a long time. Known him as a union official. Is he the man to lead the AGVA out of its present chaos? We cannot answer that. Nobody can. Because the answer must be supplied first to the question, Can any single individual lead AGVA out of the wilderness? It is impossible to answer that either. What we can state with some degree of certainty is that if the dominant unions connected with the Four A's are sincere about giving Phillips a chance to do the job he is about as good a choice as could have been made considering the nature of the field and the limited number of prospects available.

• • •

From the standpoint of money affairs Phillips is honest. Whether he is intellectually honest or whether he possesses intellectual integrity necessary for making a success of his present assignment is something we cannot answer. Nobody but Phillips can answer that. And time alone will tell. But there isn't much time and it might be too late.

Phillips wasn't discernible as a factor

(See SUGAR'S DOMINO on page 18)

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CBS BEST NET PRESS DEPT.

Nabs 304 Points To NBC's 288; MBS Scores 129

(Continued from page 3)

Hannagan pressed Alber very close for third, but couldn't crack it. Indications are that next year he may give the top rankers an even closer run.

Each question of the survey, together with editors' scores, will be taken up in the following story.

Question 1

Newspapers' Radio Departments

Out of the 154 radio editors voting, 110 are on papers carrying radio columns; 44 do not carry columns. One hundred forty-three of the papers carry logs, 11 do not; 163 carry best bets, features and highlights, and 48 do not; 89 of the papers have Sunday space, 65 do not; seven have special Saturday space and one a Friday supplement.

Of the papers carrying Sunday space, eight specified one column; eight, two columns; seven, three columns; 12, four columns; 20, one page; seven, two pages; two, four pages; two, seven columns; one, 10 columns; one, 18 columns; two, five columns; one, one-half column; and one, 20 inches. Ten editors did not specify how much Sunday space their paper carried.

Question 2

Publicity Reading Habits

Out of the 154 editors voting, 100 stated they read the publicity they receive; 47 gave qualified answers, ranging from scarcely any reading to fairly extensive reading; six editors said they did not read publicity.

Question 3

Value of Network Releases

Of the editors answering the question, "Are network releases of value to you?,"

LOUIS RUPPEL, CBS publicity chief. CBS has won top honors four times, three of them under Ruppel's guidance.

95 said the releases were of "considerable" value; 48 said "moderate" value, and nine said "no value." For network press departments in general, this is a better score than last year, when 80 voted "considerable"; 51, "moderate" and 16 "no value."

Questions 4, 5, 6 and 7

Stations' Press Departments

Editors' Comment

Of the editors voting, 95 stated that stations in their territory maintained satisfactory press departments and 37

(Continued on page 6)

7,000 at Denver Army Day Fest

DENVER, April 11.—Vaudeville artists and Hollywood stars combined their talents last Monday night at the Denver Municipal Auditorium to climax the On to Victory celebration. Labeled by army officials as the nation's largest Army Day celebration, the imported talent helped bring out a 7,000 house at the Auditorium.

With Harry Eaton of Morey and Eaton acting as emcee, acts included Whiting Conde, Moreno Brothers, Worth and Davis, and Nova, last named, the only local talent on the show. The Swingsettes served as the line and Art Reynolds directed the band, filling in with two piano solos during the show. Wheeler-Pittman Agency, of Denver, rounded up the talent.

Hollywood talent included Lorraine Day, Nancy Kelly, Marjorie Weaver, Janet Blaire, Charles Laughton and Walter Abel.

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Skouras Heads 20th Century

NEW YORK, April 11.—Spyros P. Skouras, vaude and movie-chain operator, has been named president of 20th Century-Fox, succeeding the late Sidney Kent. Wendell L. Willkie was made chairman of the board.

Charles Skouras, brother of Spyros and currently head of the Fox West Coast Theaters, is slated to succeed his brother as head of the National Theaters Corporation. Charles is set to come from Los Angeles to confer on the situation. His acceptance of the post is probable.

Darryl F. Zanuck will continue as vice-president in charge of production for 20th Century-Fox.

IATSE, AFM Aid Pact Is Abrogated

NEW YORK, April 11.—Mutual assistance pact between the American Federation of Musicians and the International Alliance of Theatrical Stage Employees was abrogated at the Miami midwinter conclave of the AFM, after 39 years of operation, it was revealed today. As a consequence, the AFM removed 221 theaters and auditoriums from its unfair list. Houses were originally placed on the unfair list under the provisions of the agreement.

James C. Petrillo, AFM prexy, made known this week that negotiations for renewal of the agreement had been going on for 18 months, but that the IATSE submitted counter-proposals which he said were not equitable. Petrillo and Richard Walsh, president of the IA, had been handling the negotiations until they reached a stalemate. IA's refusal to accept AFM counter-proposals brought about a cancellation of the agreement.

Manitowoc Clubs Opens

MANITOWOC, Wis., April 11.—Milt's 5 o'Clock Club opened the season April 4 with Edith LeRoy, Don Matthes, Speed Hooper and Dan Pankratz. Airs Fridays over WOMT.

FCC, Tele Reps Discuss Policies; Priorities a Blow

WASHINGTON, April 11.—Federal Communications Commission on Friday held a confab with representatives of 22 companies interested in television, purpose of the confab being to sound out the companies on policies for the coming year.

Consensus of opinion of the television representatives was that priorities situation would put a terrific dent in tele operation. It was pointed out that some of the companies could not complete transmitters for which they held license, etc.

Confab further raised the point of whether to drop the FCC requirement that commercial tele stations furnish 15 hours of service weekly. Currently there are three commercial tele stations, one owned by CBS in New York; another by NBC in New York, and the third by General Electric in Schenectady. Attitude of the tele reps was that they preferred not to continue giving 15 hours of service in view of great expense involved and other factors—such as no sets, overburdened factories, etc. Tele reps indicated they would by no means quit altogether, but would continue some operation and research with the view that the post-war period would see a tremendous boom in tele, a boom which would help take up the unemployment slack.

Point was also raised that perhaps the industry should try to get a better priority rating from the War Productions Board; but this was immediately nixed, consensus of opinion being that tele, an experimental venture, certainly deserved no better rating than radio.

As a result of the meeting the FCC sent a request to all parties interested asking that they write a letter giving specific information on the stage of construction of their equipment, the amount of money spent (on land, equipment, etc.), the number of man-hours put into the work, an estimate of how many man-hours would be necessary to complete it, etc. At the meeting were representatives of Philco, Dumont, Don Lee, Radio Corporation of America, National Broadcasting Company, Columbia Broadcasting System, Stromberg-Carlson, General Electric, Zenith, Radio Manufacturers' Association, The Milwaukee Journal and others.

FCC, of course, will make no decision until it digests the information which the television companies will send apropos money spent, equipment, etc. By some it is believed that the FCC might suspend the rule that commercial tele stations operate 15 hours weekly.

Dallas Club Opens

DALLAS, April 11. — Cafe Esquire opened April 3 under joint management of Arizona Slim, cowboy singer, and John Slattery, comic, who will work in floorshows. Acts opening week included Janis O'Brien, Bubs Folkerson and the Covered Wagon Trio. Two shows nightly.

Possibilities

TRADE SERVICE FEATURE billboard

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For RADIO

JUNE HANDLEMAN — 11-year-old singer caught recently in a New York rehearsal studio. Youngster has a voice that is not only outstanding in quality but also offers a novelty element, since it's a rich, full contralto. Does beautiful work on semi-classics and ballads and a terrific rhythm job on livelier pops. One of the finest kid singers heard in a long while, she clearly rates a chance on the air on both ability and versatility. In addition, she plays piano and dances, and, with a bit of experience, should be able to make films and legit. A charming personality, too.

For VAUDE

NICK JERRET BAND—sensational six-piece outfit now at Kelly's Stables, New York night spot. Unusual instrumentation of two trumpets, clarinet and three rhythm is used to excellent advantage in a great variety of arrangements. Style is exciting, full of colorful ensemble work and some terrific soloing by Jerret on clarinet; Ralph Burns, piano, and Joe Santinelle, trumpet. Crew has already landed a disk contract, and logical next step is vaude. One of the most terrific combos in the country.

Eddy Cast Possibility In Ciggie Net Switch

HOLLYWOOD, April 11.—Old Gold program, switching from the Blue Network to the Columbia Broadcasting System April 29, may have warbler Nelson Eddy in the cast line-up. J. Walter Thompson Agency, handling the account, is now considering this.

Show now on the Blue Net Fridays 11-11:30 p.m. with Herbert Marshall, Bert Wheeler, Hank Ladd, Merry Macs and Lucille Ball.

WESTERN UNION
THE TELEGRAM DOES NOT INTERRUPT WORK, OR PRESS UNDULY FOR A HASTY ANSWER. IT LEAVES NO DOUBT ABOUT MEANING AND REACHES YOU IN WRITING.

STOCK TICKETS
One Roll ..... $ .75
Five Rolls 3.00
Ten Rolls 5.00
Fifty Rolls 17.50
100 Rolls 30.00
ROLLS 2,000 EACH.
Double Coupons, Double Price.
No C. O. D. Orders.
Size: Single Thk., 1x2"

War Bonds will end Hirohito's dream of world supremacy. How many Bonds have you?
TICKETS
of Any Description
IN A HURRY
That's the Way You Want Them. Then Order From
THE TOLEDO TICKET COMPANY
Toledo (Ticket City), Ohio

SPECIAL PRINTED
Cash With Order
PRICES
Roll or Machine
10,000 .... $ 7.15
30,000 .... 10.65
50,000 .... 13.75
100,000 .... 22.00
500,000 .... 81.00
1,000,000 .... 170.50
Double Coupons, Double Price.

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Conducted by PAUL ACKERMAN—Communications to 1564 Broadway, New York City

THOMPSON TAKES IT AGAIN

JWT Gets Award For 5th Year; Y&R 2d; B&B 3d

(Continued from page 5)

said stations in their territory were unsatisfactory. A list of stations so rated will be found in an accompanying chart, this chart covering questions five and six. Question seven, asking for principal shortcomings of stations' press departments, resolves itself into a group of some 20 chief complaints. In the order of the frequency of the different squawks, they are as follows: 32 editors claimed stations did not give them enough information; 14 editors claimed stations' copy was not newsworthy; 13 editors squawked that stations in their territories had no publicity departments; 12 editors claimed they received "no service"; 11 editors said corrections arrived too late; 10 claimed they received no corrections; 10 said station press departments were not co-operative; 10 said stations' service was not prompt; six said they received no advance material on important programs; four claimed the press department service lacked "imagination"; four squawked over "lack of detail"; three complained of "poor copy"; two complained of "too many items on one page"; two complained of "stagnation" on the part of station press departments; two, "bad form" in copy; two, "stupidity"; two, no news of personalities.

The following shortcomings for station press departments were listed by one editor each: Wrong length of stories; no space on copy for head; hard to get action from press departments in the evening; copy too long; not enough music stories; too hard to get radio program tickets.

How Editors Voted on Agencies

AGENCY	1st Place	2d Place	3rd Place	4th Place	5th Place	Total Points
J. Walter Thompson	24	19	3	2	1	210
Young & Rubicam	20	10	4	0	0	197
Benton & Bowles	11	8	11	2	1	125
Batten, Barton, Durstine & Osborne	2	8	1	5	1	56
N. W. Ayer	1	3	2	2	2	29
Ted Bates	1	1	2	2	3	22
Lord & Thomas	1	0	2	0	0	11
J. M. Mathes	0	1	0	1	0	6
McCann-Erickson	0	0	1	1	1	6
Russell M. Seeds	0	0	1	0	2	5
Ward Wheelock	0	1	0	0	0	4
Wade Advertising	0	0	0	1	0	2
Compton Advertising	0	0	0	1	0	2
Warwick & Legler	0	0	0	1	0	2

Note: One first place counts for five points; second place counts four points; third place, three; fourth place, two, and fifth place, one.

JAMES S. BEALLE AND CHESTER F. CRAIGIE JR., who handle publicity for J. Walter Thompson Company.

Question 8

CBS the Winner

Columbia Broadcasting System, for the fourth consecutive year, was voted as having the best network press department, with NBC a close second and Mutual third. Scoring method gave three points for a first place vote, two for a second, and one for a third. CBS totaled 304 points, scoring 73 firsts, 40 seconds and five thirds. NBC totaled 288 points, scoring 58 firsts, 48 seconds and 18 thirds. Mutual totaled 129 points, scoring nine firsts, 19 seconds and 64 thirds.

Score made by NBC is all the more impressive in view of the fact that its press department underwent a change in leadership in November, 1941, John McKay taking over. According to editors' comments (given in accompanying story), the NBC press service has measurably improved under McKay's guidance and is still improving. Fact that editors specifically mention McKay is indicative of this, in view of the fact that only a few months elapsed between McKay's appointment at NBC and the mailing out of *The Billboard's* publicity questionnaire.

A number of editors, in voting on the networks, listed the Blue Network as apart from NBC. The Blue Net's press department was given credit for these votes and scored a total of 33 points, including three firsts, six seconds and 12 thirds. The Canadian Broadcasting Corporation scored two firsts and one third, a total of seven; and Don Lee network scored one second.

Mutual's press department, headed by Lester Gottlieb, came third this year, as last. It bettered its score, however, totaling 129 this year as against 111 last year. Score is very creditable in view of factors sharply limiting the MBS press department. First, it is limited in personnel when compared with CBS and NBC; secondly, the network's press relations policy allows the MBS outlets much local autonomy, this policy being a reflection of the network's generally looser relationship with its affiliates.

How Editors Voted on Networks' Press Depts.

Network	1st Place	2nd Place	3rd Place	Total Points
CBS	73	40	5	304
NBC	58	48	18	288
MBS	9	19	64	129
Blue	3	6	12	33
CBS	2	0	1	7
Don Lee	0	1	0	2

Note: A first place counts for three points; second place for two, and third for one.

Question 9

Reasons for Network Rating

Editors' reasons for scoring the networks as they did fell into a number of categories. Most given reason was more there or complete service, 29 editors mentioning this; 27 editors gave prompt service as a reason; 15, more newsworthy; 13, better and more prompt corrections; 12, better copy; 11, better pictures; 10, more material; 8, consistent service; 8, CBS copy in more convenient form; 8, more co-operative; 7, better features; 7, concise; 7 better mats; 6, more personal service; 6, more timely copy; 5, accuracy; 3, personal contact; 3, NBC copy in more convenient form; 2, human interest copy; 2, highlights; 2, better listings; 2, more humorous copy.

Question 10

Suggestions to Chains

Editors had many suggestions for the improvement of networks' press department service. Most mentioned was prompter service, 22 editors asking this; 17 suggest better correction service and 16 ask for more details in stories. Other suggestions, with the number of editors requesting them, are: More concise copy, 13; make copy more newsworthy, nine; more copy of local interest, nine; better picture service, eight; more personal service; seven; eliminate duplication, seven; more mats, six; more feature material, five; more advance dope, five; more human interest material, five; NBC needs better pictures, four; less feature stuff, four; releases should be dated, four; Mutual needs better pictures, three; keep highlights on one sheet for each day, three; Blue Network needs better pictures, two; more copy on good music programs, two; more copy on better dramatic programs, two; more accuracy, two; more copy on sustaining programs, two; more detail on mat underlines, two; better writing, two; more material, two; better choice of material, two; more column material, two.

The following suggestions were mentioned by one editor each: Too much playing up of the chain (MBS); send copy thru local stations; more dependable; faster on queries; smarter and better underlines; wait on sending cast line-ups, stress correctness rather than speed; less music detail; more accurate local station service; send extracts of unusual broadcasts; more copy on better programs; more advance information; more spot news; less cheesecake; Mutual should service editors direct; copy should come in a single envelope; less human interest on small programs; more co-operation; wider spread; use letter-size mimeo sheets.

Questions 11, 12, 13

J. Walter Thompson Wins

J. Walter Thompson, for the fifth consecutive year, scored most points as the advertising agency having the best press department. The race was very close, however, Young & Rubicam again coming second, totaling 197 points to JWT's 210. Benton & Bowles was in third place with 125 points; Batten, Barton, Durstine & Osborne was fourth with 56, and N. W. Ayer fifth with 29.

All five positions in the ad agency press department division were taken by the same agencies who scored last year, but the race was much more bitterly fought. Young & Rubicam, for instance, scored five more first places than the winner, J. Walter Thompson, but latter came thru owing to points rolled up by second-place votes. Scoring method allotted five points for a first, four for a second, three for a third, two for a fourth and one for a fifth. JWT's total of 210 was made up of 24 first places, 19 seconds, three thirds, two fourths and one fifth; Young & Rubicam's score of 197 was made up of 20 firsts, 10 seconds and three thirds; Benton & Bowles scored 125 with 11 firsts, eight seconds, 11 thirds, two fourths, and one fifth; BBD&O garnered 56 with two firsts, eight seconds, one third, five fourths and one fifth.

Accompanying chart shows in detail how the editors voted.

On question No. 11, asking editors to name the agencies sending them releases, J. Walter Thompson also took the nod with a score of 40 editors; Young & Rubicam came second, 41 editors stating they received releases from that agency; Benton & Bowles was up near the top, with a score of 39; BBD&O, 29; Ted Bates, 23; N. W. Ayer, 20; McCann-Erickson, 17; Warwick & Legler, 11.

Publicity for J. Walter Thompson is handled by James S. Bealle and Chester F. Craigie Jr. Some of the credit for the agency's showing, however, also goes to Wickliffe Calder, who for some years had been publicity chief and moved out

(Continued on opposite page)

"News" and "PM" Warn Publicity Services of War's Effect on Space

NEW YORK, April 11.—Two of the most interesting commentaries on the effect of the war on radio space were given by Ben Gross, radio editor of *The New York Daily News*, and Jerry Franken, of the newspaper *PM*.

Gross stated: "Most press agents seem to take but little account of the reduction of space necessitated by the war. Now, more than ever, is the time for them to remember that only newsworthy stories should be submitted. These should be brief and to the point. Three-fourths of the yarns which made the columns a year ago would be candidates for the wastebasket today.

Gross then lists his favorite hates: "Stories which tell how many war bonds radio folk are buying; stories which over-capitalize on the training camp appearances of radio stars, and publicity men who believe the activities of their clients deserve as good a break as those of FDR or MacArthur."

Jerry Franken, of *PM*, stresses the need for more personalized service, particularly in view of the war's probable effect on radio space. He says, "It seems to me that in failing to better a personalized service for New York radio pages and columns, all outlets on radio publicity are doing radio a major disservice. War and impending paper shortages are a major threat to news space thruout the United States. Radio pages and space will very likely be among the earliest to suffer. Improving by better copy, shrewder service, stories angled to particular needs, the New York radio pages might very well be one way to improve radio columns thruout the country. Presumably, New York is still the criterion on radio columns or at least one of the criteria. In other words, what helps the New York radio copy may help all."

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FERRIS BEST RADIO P. A.

Wins by Strong Margin; Fizdale 2d; Alber Third

(Continued from opposite page)
of the post in September, 1941, to take over a radio production job with the agency.

Accompanying chart gives details on this voting.

Accurate, Prompt, Newsy

Most of the editors believe ad agency press departments give good service, voting this year indicating marked improvement in this respect. In answer to question 12, querying whether agency press departments are accurate, prompt and newsworthy, 80 editors voted "yes" on accuracy, five voted "no," and 19 gave qualified answers. Seventy-five editors voted "yes" on question of agencies' promptness, 14 voted "no," and 12 gave qualified answers.

There was much more disagreement on the question of "newsworthiness," 43 editors voting "yes," 17 voting "no," and 43 giving qualified answers.

In last year's survey, 66 editors voted agency copy accurate, one voted copy inaccurate and 19 gave qualified answers; 67 voted "yes" on promptness, seven voted "no," and 15 qualified; 34 voted "yes" on newsworthiness, 15 voted "no," and 35 qualified.

Question 14

No Marked Coercion

Newspaper advertisers do not often use coercion to obtain radio publicity space, according to answers on this question. Out of 130 editors answering, 88 stated no coercion was used; 11 indicated advertisers used coercion; 15 more said coercion was sometimes used, and 16 others said coercion was rarely used.

In last year's survey, 92 editors answered "no," seven "yes," 23 gave qualified answers.

Questions 15 and 16

Ferris the Winner

Editors voted Earle Ferris the best independent press agent in radio by a wide margin, Tom Fizdale coming second, Dave Alber third, Steve Hannagan fourth

EARLE FERRIS, named the best press agent in radio. Ferris has taken the award four out of five years.

and the team of Hal Davis and Lee Lieber fifth.

Ferris has now won *The Billboard's* Radio Publicity Survey four out of five years, Fizdale taking the nod last year by a very slim margin.

Scored on a basis of five points for a first place, four for second, three for third, two for fourth and one for fifth, Ferris gathered a total of 307 points. This included 45 firsts, 14 seconds, eight thirds and one fourth. Fizdale's second place included 15 firsts, 20 seconds, 10 thirds, two fourths, totaling 189 points. Alber, with 137 points, scored nine firsts, 14 seconds, 10 thirds, two fourths and two fifth places.

Hannagan this year and last year come thru in fourth place, but his point score shows a very strong trend upward. He scored 126 this year as against 72 last year. Alber, too, in third place this year and last year, jumped from 121 to 137. Team of Davis and Lieber, fifth last year, held the spot and increased its point score from 41 to 55.

Detailed vote count on this question is given in an accompanying chart.

In the matter of coverage (question 15), Ferris also won by a very comfortable margin, 73 editors stating they received his copy, as against 52 mentioning Hannagan, 49 mentioning Fizdale, 38 mentioning Alber and 30 Davis & Lieber. Others received the following mentions: Raymond Jeffers, 19; Sobel & Hartman, 18; Fred Coll (Voices, Inc.) 18; Constance Hope, 16; Foster & Davies, 15; James McCarthy, 12; Jane Barton, seven; Nationwide News, six; Arthur Eddy, five

THE QUESTIONNAIRE

1. Does your paper carry a radio column? Radio Log? In addition do you carry Best Bets, Features or Highlights? Do you have Sunday space? How much?
2. Do you read the publicity you receive?
3. Are network releases of value to you? Considerable value? Moderate value? No value?
4. Do stations in your territory maintain satisfactory press departments?
5. List the stations which maintain satisfactory press departments.
6. List the stations which DO NOT maintain satisfactory press departments.
7. In connection with those stations which do not maintain satisfactory press departments, what are their principal shortcomings?
8. How do you rate network press departments from the standpoint of all-round value to you? Which is No. 1? No. 2? No. 3?
9. Please give reasons for your rating of the networks.
10. What suggestions have you for improving network press department services?
11. Please name the advertising agencies which send you releases.
12. Are their services accurate? Prompt? Newsworthy?
13. From the standpoint of service, how do you rate advertising agency press departments? (In answering, disregard the fact that certain agencies send copy concerning more important names in theatrical business than others.)
14. Do advertisers use coercion to obtain radio publicity space? (No direct quotes will be used on this answer.)
15. Please name the press agents, apart from advertising agencies, who send you copy.
16. Which press agents seem to you to have the best service?
17. Which press service seems best to you: Advertising agencies? Network? Press agent? Stations?
18. Are you associated with a newspaper which owns or has an affiliation with a radio station? What is the affiliation? If so, do you use copy on other stations? (We will not use your name or direct quotes on this question unless you so specify.)
19. Do you use pictures? Do you use mats? Do you use posed, gag, candid shots. If you use mats, what sizes do you want?
20. May we quote your answers to the foregoing questions?

How Editors Voted on Press Agents

Press Agent	1st Place	2d Place	3d Place	4th Place	5th Place	Total Points
Earle Ferris	45	14	8	1	0	307
Tom Fizdale	15	20	10	3	0	189
David O. Alber	9	14	10	2	2	137
Steve Hannagan	16	5	7	2	1	126
Davis-Lieber	2	7	2	5	1	55
Raymond Jeffers	1	3	3	0	1	27
Fred Coll (Voices)	1	2	3	1	0	24
Sobel & Hartman	1	0	3	4	1	23
Constance Hope	2	1	0	0	1	16
Ivan Black	1	1	0	0	0	9
Gil Braun	1	1	0	0	0	8
Foster & Davies	0	0	2	1	1	8
James McCarthy	1	0	1	0	0	6
Lois Lorraine	0	0	1	1	0	5
Hugh Holohan	1	0	0	0	0	5
Radio News Syndicate	1	0	0	0	0	5
Margaret Hartigan	1	0	0	0	0	5
Jim Bourke	0	1	0	0	0	4
Bentley & Livingstone	0	1	0	0	0	4
Irving Mansfield	0	1	0	0	0	4
Milton Karle	0	1	0	0	0	4
Nationwide News	0	0	0	2	0	4
Jane Barton	0	0	1	0	0	3
Stanley Richards	0	0	1	0	0	3
Hansen-Williams	0	0	1	0	0	3
Jim McHugh	0	0	1	0	0	3
Paul Masher	0	0	0	1	0	2
John Skinner	0	0	0	1	0	2
Hilda Cole	0	0	0	1	0	2
Arthur Eddy	0	0	0	0	1	2
Irving Fields	0	0	0	0	1	1
Lewis & Hobbs	0	0	0	0	1	1
Artie Pine	0	0	0	0	1	1
Sam Blake	0	0	0	0	1	1

Note: A first place counts for five points; second place, four; third place, three; fourth place, two, and fifth place, one.

Ivan Black, four; Bentley & Livingstone, four; Sam Blake, four; Hansen-Williams, four; Lois Lorraine, three; Radio News Syndicate, three; Pat Ballard, three; Harold Coley, three; John Skinner, two; Broadcast Associates, two; Lewis & Hobbs, two; Leonard Dunkin, two; Gary Stevens, two; Hilda Cole, two; Milton Karle, two, and Artie Pine, two. One mention each was given to Jean Dalrymple, John Gibbs, Jim Bourke, Paul Mosher, Rose & Jacoby, Nat Fields, Hy Gardner, Norman Peck, Al Hauser, Walt Smith, Bernie Green, Stanley Richards, Spencer Hare, Ed Weiner, Douglas Whitney, Hal McCowan, Jerry Vogel, Margaret Hartigan, Jim McHugh, Frank Burke, Howard Mayer, National Bureau of Press Relations and Jack Egan.

Question 17

Network Service Best

According to the editors, network press service is by far the best of the various radio press services. Press agent service is second, stations third, and ad agency press departments fourth.

The overwhelming vote for network service was 100 editors, press agents scoring 21, stations 13 and ad agencies five.

For five years of *The Billboard's* survey, editors have overwhelmingly voted network service top. Last year's vote was 80 for the network service, 15 for stations, 14 for press agents and 10 for ad agencies.

Question 18

Affiliation Vs. Copy

Forty-nine of the editors voting in the survey said their newspapers had affiliations with stations. Thirty-two said they used copy on other stations. Ten gave qualified answers, indicating they used outside copy to some extent. Five said they used no copy on outside stations.

In last year's survey, 42 editors with affiliated newspapers said they used copy on other stations, one said he did not and six gave qualified answers.

(Question 19 deals with the art requirements of editors and will be taken up in a subsequent issue of *The Billboard.*)

Fischbein's WDGY Post

MINNEAPOLIS, April 11.—WDGY here has established a new department, that of merchandise manager, and has appointed Jerome Fischbein, late of *The Tribune* newspapers' merchandising department, who also serves as promotion manager. Announcement of the new post was made by Dr. George Young, station president.

White WBZ-WBZA Blurber

SPRINGFIELD, Mass., April 11.—Robert R. White, vet announcer on station WBZ and WBZA, Boston and Springfield, has been named chief announcer of the Westinghouse New England stations. White will also head the announcing department of WBOS, the international short-wave station at Boston and of the new Westinghouse FM station W-67-B, which began operation Sunday.

Fred B. Cole has left the announcing staff of WBZ and WBZA to join the staff of the Blue Network. While he has resigned he will commute from New York weekly to continue as emsee on *Keep Guessing*, Sunday evenings over WBZ and WBZA.

KDKA Adding Personnel

PITTSBURGH, April 11.—New members on WCAE staff are Rudy McKool, announcer, from WHP in Harrisburg, and Rex Ackley, engineer, formerly with the Federal Communication Commission's listening post. They partially fill vacancies caused by five men going into military service: Ralph Pallet to the navy, Chester Clark and Herb Morrison to the Army Air Corps, Bob Cochrane to army ground forces, Walter Glaus to the Marines.

Recent arrivals at KDKA are Jack Swift, announcer from WSB, Atlanta, and Mrs. Helen Replogle, program manager for KDKA's sister FM station, W79P.

Shows Honor Easter Sunday

NEW YORK, April 11.—Suggestion of the Laymen's National Committee that some of the larger radio advertisers pay some deference to Easter Sunday met with a prompt response from the Bayer Aspirin Company, General Electric, Philip Morris and other advertisers. These advertisers all use Sunday radio time. Bayer tomorrow will eliminate the usual commercial and will have a broadcast by Brigadier General Arnold, chief chaplain of the U. S. Army. G-E is doing away with its regular commercial, as is Philip Morris.

Next Week: Editors' Views On Network Press Depts.

The next issue of *The Billboard* will present a round-up of praises and blasts directed at the press departments of networks, stations, agencies and press agents by editors.

The winners in the Exploitation Survey will appear shortly thereafter.

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RATING STATIONS' PRESS DEPARTMENTS

WGN, WOR, Mutual Outlets, Score Best As "Satisfactory"; WLW, WABC, WEAF, WJZ Also Rate High on Press Service

LISTING of stations below is in connection with Questions 5 and 6, asking radio editors whether stations in their territories maintain "satisfactory" or "unsatisfactory" press departments.

The listing of a station's call letters is to be taken as one mention for that station—either satisfactory or unsatisfactory. Where a numeral appears after the call letters it indicates the total number (two or more) mentions for or against that station.

Station leading in the number of satisfactory votes is WGN, Mutual's Chicago outlet. WGN scored 22 "satisfactory" mentions. No editors voted WGN as "unsatisfactory." Another Mutual outlet, WOR in New York, scored second with 20 "satisfactory" mentions and no "unsatisfactory" mentions. WLW, Cincinnati, scored 20 "satisfactory" and 2 "unsatisfactory"; WABC scored 18 "satisfactory" and no "unsatisfactory" votes; WEAF, NBC's New York outlet, has 16 "satisfactory" and 1 "unsatisfactory"; WJZ, Blue Network's New York outlet, scored 13 "satisfactory" and 1 "unsatisfactory."

In general, the New York independents scored well, with WMCA 12 "satisfactory" and 2 "unsatisfactory"; WNEW and WHN scored 11 "satisfactory" each and 2 "unsatisfactory" each.

WMAQ and WENR, NBC and Blue Network outlets in Chicago scored 12 "satisfactory" each, with WMAQ getting one "unsatisfactory."

187 Stations Rated as "Satisfactory"

ALABAMA
Birmingham
WAPI—2 WSGN—2
WBRC—2

CALIFORNIA
Bakersfield
KRE—2
Fresno
KMJ KFRE
Los Angeles
KECA—2 KHJ—2
KFI—2 KNX—4
Oakland
KROW—2
San Francisco
KFRC—2 KSAN
KGO—7 KSFO—3
KPO—7 KYA—4
San Jose
KQW—4

CONNECTICUT
Bridgeport
WICC
Hartford
WDRC—3 WTIC—3
New Haven
WELI
New London
WNLC
Stamford
WSRR
Waterbury
WBRY—2

DISTRICT OF COLUMBIA
Washington
WINX—2 WOL—3
WISV—3 WRC—2
WMAL—2 WWDC—2

FLORIDA
St. Petersburg
WSUN WTSP

ILLINOIS
Chicago
WAAF—2 WJJD—3
WBBM—11 WLS—8
WCFL WMAQ—12
WENR—12 WMBI
WGN—22
Rockford
WROK
Rock Island
WHBF
Urbana
WILL—4

INDIANA
Elkhart
WTRC
Fort Wayne
WOWO
Gary
WIND—5
Hammond
WJOB
Indianapolis
WISH
La Fayette
WBAA
South Bend
WSBT

IOWA
Ames
WOI
Cedar Rapids
WMT—3
Davenport
WOC
Des Moines
KRNT-KSO WHO—3
Dubuque
KDTH
Iowa City
WSUI
Mason City
KGLO

MASSACHUSETTS
Boston
WAAB WEEI—2
WBZ—3 WNAC—2
Lawrence
WLAW
Lowell
WLLH
Springfield
WBZA—2 WSPR—2
WMAS—2

MICHIGAN
Bay City
WBCM
Detroit
WJR—4
Saginaw
WSAM

MISSOURI
Kansas City
KMBC WDAF
St. Louis
KMOX—3 WIL
KXOK—2 KWK
KSD

NEBRASKA
Omaha
WOW

NEW JERSEY
Jersey City
WAAT
Paterson
WPAT

NEW YORK
Albany
WABY—2 WOKO—2
Brooklyn
WCNW
Buffalo
WBEN—6 WEBR—3
WGR
New York City
WABC—13 WHN—11
WMCA—12 WOR—20
WBNX—2 WINS—5
WNEW—11 WOV—3
WEAF—16 WJZ—13
WNYC—2 WQXR—7
Plattsburg
WMFF
Rochester
WHAM
Schenectady
WGY—3
Syracuse
WAGE—2 WFBL—4
WOLF—3 WSYR—3
Troy
WTRY

NORTH CAROLINA
Charlotte
WBT—2
Durham
WDNC
Raleigh
WPTF
Salisbury
WSTP

OHIO
Akron
WJW
Ashtabula
WICA
Cincinnati
WCKY WKRC—2
WLW—20 WSAI
Cleveland
WCLE WGAR—2
WHK—3 WTAM—5
Columbus
WBNS—2 WHKC
Dayton
WHIO—2 WING—2
Zanesville
WHIZ

PENNSYLVANIA
Erie
WLEU
Harrisburg
WHP WKBO
Lancaster
WGAL
Philadelphia
KYW WCAU
WFIL
Pittsburgh
KDKA—4 WWSW—2
WJAS WCAE—3
KQV
Scranton
WARM WGBI—2
Wilkes-Barre
WBAX—2 WBRE—2
York
WORK

SOUTH CAROLINA
Spartanburg
WORD WSPA

SOUTH DAKOTA
Yankton
WNAX

TENNESSEE
Chattanooga
WDOD
Jackson
WTJS
Johnson City
WJHL

TEXAS
Beaumont
KFDM KRIC
Dallas
WFAA
Fort Worth
KGKO WBAP
Port Arthur
KPAC
San Antonio
KABC KTSA—2
WOAI

VERMONT
Burlington
WCAX
Rutland
WSYB
St. Albans
WWSR
Waterbury
WDEV

VIRGINIA
Lynchburg
WLVA
Newport News
WGH

WASHINGTON
Seattle
KIR KRSC
KOMO KOL
KIRO

WISCONSIN
Green Bay
WTAQ
Madison
WHA WIBA
Milwaukee
WISN WTMJ—2

CANADIAN STATIONS
ALBERTA
Calgary
CFAC CFCN
CJCJ
Edmonton
CKUA

MANITOBA
Winnipeg
CJRC CKY

ONTARIO
Windsor
CKLW

QUEBEC
Montreal
CBF CBM
CFCF

SASKATCHEWAN
Moose Jaw
CHAB
Yorkton
CJGX

Program Reviews

EWT Unless Otherwise Indicated

"The Andersons"

Reviewed Monday, 5:30-5:45 p.m. Style—Serial. Sustaining on WEAF, New York.

Another true-to-life serial about the everyday doings of a typical American family is sponsor-shopping via a five-a-week quarter-hour spot over NBC. This time, however, the boys aren't kidding. Rosemary Dawson's first radio script, *The Andersons*, is homey and commonplace to the point of being uncomfortable, with Mother Anderson spouting gems like, "Everybody be quiet still; I've some thinking to do." The blatant normalcy of the Andersons will seem quite tame to the average serial addict, used to a diet of murder, intrigue, international spydom and the self-sacrificial proclivities of mother love.

First stanza plays up conflicting daily activities of Ma and Pa Anderson, their two young sons, daughter Lucy, and Hulda, the maid. Pence-shattering question is how to make family car serve needs of all. Each pursues his own problem in truly Chekovian style. Material as slight as this needs sharp pointing up of inherent humor. More imagination and originality in plotting of situations would help, too.

Cast is pleasant and ingratiating in stereotyped roles. Emphasis on individual rather than typical character traits would enhance listener-appeal.

Show's late afternoon spot is sponsor drawback, coming at time when housewives, bulwark of this type of serial's audience, cannot give full attention to radio. Announcer Ben Grauer engaged cast conversationally in friendly, informal voice that seemed to cry out for soap flakes or dried cereal to sell. *S. F.*

"Lest We Forget"

Reviewed Sunday, 3:45-4 p.m. CWT. Style—Talk, dramatizations. Sustaining over WMIN (Minneapolis-St. Paul).

The program is slanted to show the "American way" as contrasted with Nazi and Fascist methods of living. Manner in which the material is presented holds the audience very well. Broadcast is drawing more listeners weekly and has the moral support of many democratic organizations, which are constantly pinging it.

Present series is devoted to youth and education. Method used to show difference between American and the Axis nations is dramatization. Very well done thruout. *Jack Weinberg.*

Reiber Named V.-P.

NEW YORK, April 11.—P. Roberts Reiber has been named vice-president of Radio Reports, Inc., radio pick-up service, succeeding Gorton V. Carruth, who resigned to join the army as a major in the Bureau of Public Relations. Reiber has previously been on the staff, but left for a post in Washington about a year ago. Reiber will be editor of *Weekly Digest of Radio Opinion*, a new venture of the firm. Edward P. Locanis, president of the outfit, made the appointment.

147 Stations Rated "Unsatisfactory"

ARKANSAS
Little Rock
KARK KGHI
KLRA

CALIFORNIA
Berkeley
KRE
Long Beach
KFOX—2 KGER—2
Los Angeles
KFAC—2 KFVD—2
KMPC—2 KRKD
KFSG KFWB—2
KMTR—2
Oakland
KLS KLX—2
Pasadena
KPAS
Sacramento
KROY
San Francisco
KFRC—2 KJBS
KSAN

CONNECTICUT
Bridgeport
WNAB
Hartford
WTHT—2
New Britain
WNBC—2
Waterbury
WATR

DISTRICT OF COLUMBIA
Washington
WINX WMAL
WRC WWDC

FLORIDA
Fort Lauderdale
WFTL
Miami
WIOD
Miami Beach
WKAT
St. Petersburg
WSUN WTSP
Tampa
WDAE WFLA

GEORGIA
Athens
WGAU
Atlanta
WAGA WATL
WGST WSB
Augusta
WGAC WROW

ILLINOIS
Chicago
WAAF WMBI
WLS WCFL
WAIT—2 WSBC
WMAQ WCES—2
WBBM
Cicero
WHFC—2
East St. Louis
WTMV—2
Joliet
WCLS
Rock Island
WHBF

INDIANA
Hammond
WHIP
Indianapolis
WFBM WIBC
WIRE

IOWA
Cedar Rapids
WMT—2
Davenport
WOC
Des Moines
KRNT WHO

MASSACHUSETTS
Boston
WCOP WHDH
WMEX WORL

MINNESOTA
Minneapolis-St. Paul
KSTP WCCO

MISSOURI
St. Louis
KFUO WIL
WEW—2 KWK
KSD

NEW JERSEY
Jersey City
WAAT—3 WHOM—3
Paterson
WPAT—2

NEW YORK
Brooklyn
WBYN
Buffalo
WBNY—3 WGR—3
WKBW—3
Elmira
WENY
Ithaca
WHCU
New York City
WEAF WNYC—3
WMCA—2 WINS—2
WEVD—2 WOV—4
WNEW—2 WJZ
WHN—2
WWRL (Woodside)
Plattsburg
WMFF
Rochester
WHAM WHEC
Schenectady
WGY
Syracuse
WAGE

NORTH CAROLINA
Charlotte
WAYS WSOC—2
Winston-Salem
WSJS

OHIO
Akron
WAKR—2 WJW
WADC—2
Cincinnati
WCKY WKRC
WLW—2
Cleveland
WHK-WCLE WTAM
Columbus
WCOL
Dayton
WHIO
Springfield
WIZE—2
Zanesville
WHIZ

PENNSYLVANIA
Allentown
WSAN-WCBA
Pittsburgh
KQV—2 WWSW
WJAS—2
Scranton
WARM WGBI

TENNESSEE
Chattanooga
WAPO—2 WDEF—2
WDOD
Memphis
WHBQ WMC
WMPS WREC

TEXAS
Austin
KNOW KTBC
San Antonio
KABC KMAC
KONO WOAI

VIRGINIA
Danville
WBTM
Harrisonburg
WSVA
Newport News
WGH
Norfolk
WTAR
Richmond
WRVA
Roanoke
WDBJ

WASHINGTON
Seattle
KXA

WISCONSIN
Milwaukee
WTMJ

CANADIAN STATIONS
QUEBEC
Montreal
CHLP CKAC

SASKATCHEWAN
Regina
CJRM CKCK
Watrous
CBK

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Snags Hit in League Talks

NEW YORK, April 11.—Despite negotiating sessions which have run into months, collective bargaining between the League of New York Theaters and Local 1, stagehands' union, still remains unsettled. A snag has also been hit between the League and the Porters and Cleaners' Union, who have been negotiating since March 1.

League has been adamant in refusing pay increases to both the stagehands and the mop jockeys, stating that managers cannot afford to do so because of present unsettled conditions. Stagehands are asking for an increase of $1 per show.

Porters are seeking a general increase of 20 per cent over existing scales. Porters receive from $23.50 to $25, and cleaners receive from $14.75 to $17.75.

Buff Grosses OK; "Rhine" Big 10½G

BUFFALO, April 11.—Erlanger Theater, only legit house here, has been continuing with a pretty good grossing average and more plays than usual. Currently the fifth production within three weeks is on the boards, Ethel Barrymore in *The Corn Is Green*, April 9, 10, 11, the last show in the Guild subscription series. Expected to gross around $10,500.

My Sister Eileen, a return engagement of second company which premiered here last year, March 26, 27, 28, grossed pleasingly with a take of $6,500. *Watch on the Rhine*, a Guild show, was next, March 30, 31, April 1, and clicked handsomely with $10,600. Top was $3.30. A return engagement of *Hellzapoppin*, which opened here December, 1940, with Eddie Garr and Billie House, lost out because of competish in amusement line-up April 6, 7, 8. Gross was $6,500, not good enough.

Molly Picon in Musical Based on Her Own Life

PHILADELPHIA, April 11.—Molly Picon returned to the Yiddish stage last Thursday (2) at the Academy of Music here. *What a Life*, her vehicle, is based on the small star's own amazing career, and was written by Jacob Kalich, her husband, and Joseph Rumshinsky, the composer, who have been responsible for many of the actress's stage hits.

Story traces her career from its inception at the Arch Street Theater in this city, where she started at the age of five by performing in amateur shows, and follows her triumphs in the capitals of the world. Messrs. Kalich and Rumshinsky have woven it into an entertaining musical play; and for her own cavalcade Miss Picon shines with especial brilliance.

Kalich enacts himself, and most of the characters are seen in roles more or less from real life. The first half of the show has much lusty comedy and the usual backstage color. The second half is more on the serious side, concerned with Miss Picon's international exploits.

Cast includes many old-time favorites, principally Leon Gold, Isador Cashier, Sam Kasten, Lisa Silbert and Rose Greenfield. Rumshinsky's score is lively. Chorus adds glamour.

Four performances were given here, and the troupe takes off from this point for a tour that leads back to New York.

Maurie Orodenker.

Chorus Equity Nominators

NEW YORK, April 11.—Special meeting of Chorus Equity Friday afternoon (10) elected a nominating committee to prepare a ticket for the elections early in June.

Nominators are Betty Garrett, William Howell, John Doran, Len Frank, Kathryn Richmond and Betty Green. Three executive board members on the committee are Marguerite Benton, Bill Navel and Phil Gordon. Offices to be filled are chairman of the executive committee, recording secretary, representative to Actors' Equity Council and seven members of the executive committee. Paul Dullzell, executive secretary of Actors' Equity, has been recording secretary for the past two decades.

Committee will meet at Chorus Equity headquarters Wednesday (15) and nominate a slate.

BROADWAY RUNS

TRADE SERVICE FEATURE

Performances in April 11 Include.

Dramatic	Opened	Perf.
Angel Street (Golden)	Dec. 5	147
Arsenic and Old Lace (Fulton)	Jan. 10	541
Blithe Spirit (Morosco)	Nov. 5	182
Cafe Crown (Cort)	Jan. 23	81
Guest in the House (Plymouth)	Feb. 24	55
Jason (Booth)	Jan. 21	93
Johnny 2x4 (Longacre)	Mar. 10	32
Junior Miss (Lyceum)	Nov. 18	167
Kiss for Cinderella, A (Music Box)	Mar. 10	39
Life With Father (Empire)	Nov. 8	1014
Man Is Born, The (Martin Beck)	Apr. 7	7
My Sister Eileen (Biltmore)	Dec. 26	548
Nathan the Wise (Belasco)	Apr. 8	11
Spring Again (Henry Miller's)	Nov. 10	176
Musical Comedy		
Banjo Eyes (Hollywood)	Dec. 25	124
Best Foot Forward (Barrymore)	Oct. 1	221
Lady in the Dark (2nd engage.) (Alvin)	Sept. 3	247
Let's Face It! (Imperial)	Oct. 29	199
Pazzy and Bess (revival) (Majestic)	Jan. 22	92
Sons o' Fun (Winter Garden)	Dec. 1	152

Leventhal Wheel Loses Spoke But Sets First Shows

NEW YORK, April 11.—Jules J. Leventhal's projected Atlantic Coast Circuit, which will play revivals at $1 top and which, according to Leventhal, was set to include the Flatbush, Brooklyn; Windsor, Bronx; Central, Passaic, N. J., and New Central, Cedarhurst, L. I., will be minus one spoke, according to B. S. Moss Corporation, owner and operator of the New Central, Cedarhurst. Moss outfit denies that its house has been leased or promised to Leventhal. Latter had announced that Passaic and Cedarhurst were not due to join the wheel until July, with Brooklyn and Bronx spots opening this month.

Meanwhile, the first two shows to play the Flatbush and Windsor have been announced. Opener for the two-spoke wheel will be *Native Son*, with Canada Lee, John Berry and Patricia Palmer in the leads. It opens at the Flatbush April 14 and moves to the Windsor April 21. On the latter date, the Flatbush tenant will be *Pal Joey*, which moves on to the Windsor April 28. No advance in the $1-plus-tax top for the musical.

Pa. Cowbarns Worried; In-Town Sites Sought; Suburban Plans

PHILADELPHIA, April 11.—As a result of the shortage of tires and the anticipated rationing of gasoline, some neighboring cowbarns and theater groups are considering removal to more centrally located sites. Hedgerow Theater, at suburban Moylan-Rose Valley, is already snooping around old warehouses, empty stables and unoccupied mansions for an in-town building suitable for future Hedgerow productions. The group operates all year-round, and if no suitable site is found in the city, plans are under consideration for a winter season in New York or New Orleans or an extensive tour in the Middle West.

As a result of the uncertainty, usual announcements from the cowbarns are late. As yet, only the Cape Theater, Cape May, N. J., has announced definitely. It plans to open its 17th season May 27th with *The Curtain Rises*, T. C. Upham directing.

In view of the expected dearth of summer legit fare, various local groups are planning to organize cowbarns at nearby suburban sites that can be reached by trolley or bus. Already one such group is eyeing a country club ballroom where name bands are featured on Saturday nights.

Altho keeping its fingers crossed, Bucks County Playhouse, New Hope, Pa., is figuring on operating as usual. Nothing set as yet, but Theron Bamberger, co-producer, has set June 5 as a tentative opening date. Bamberger admits that many Hollywood names have been submitted to him, including Jack Haley, Charles Bickford, Jean Blondell and William Powell.

Among New Hope productions, Bamberger plans on *Jason*, *Claudia*, *My Sister Eileen*, *Papa Is All*, *Saroyan's Across the Board on Tomorrow Morning* and possibly *The Two Orphans*, museum piece. As for attendance, Bamberger figures that two or three couples will crowd in a car to conserve tires. He admits, however, that gasoline rationing would seriously affect attendance. To make up for loss in patronage, playhouse hopes to attract many from the new aviation plant at Hatboro, Pa., where many thousands are employed, and from Princeton University, which will be in session for the first time all summer and is only 20 miles from New Hope.

Good Week in Phil; "Magic" Takes 22G

PHILADELPHIA, April 11.—This week found all three legit houses in full swing. In spite of warm weather, all reported good business. Major interest was centered at the Forrest Theater, where Paul Muni held forth in *Yesterday's Magic*. Altho local critics turned thumbs down on the play itself, with garlands going to the actor, the strength of his name pulled a satisfactory $22,000 at $3.42 top. *Panama Hattie* follows Monday (13) for two weeks.

Long-heralded *Sister Eileen* at the Locust Street Theater grossed a tidy $14,600 at $2.85 top for the first of a three-week stay. Received the blessings of the press. Walnut Street Theater, with *Blossom Time* revival headed by Everett Marshall and tough competition from the other two houses, fared well enough with $7,200 for the first two weeks at a $2.85 top.

FROM OUT FRONT

Canteens, Cossacks and Other Matters

BY EUGENE BURR

THE Theater Canteen in the basement of the 44th Street Theater has come in for a terrific amount of publicity since its opening a couple of months ago. Pictures of benignant stars flanked by beaming boys in khaki or in blue have flooded the papers, and constant stories pour in concerning the contributions of this performer, the swell show put on by that one, the willing spirit of limousine-delivered ingenues who dance with the service men, and the patriotism of this or that actor who sells his sacrosanct hands in the intricacies of dish-washing or garbage collecting. Don't get me wrong! I'm not for a moment suggesting that the publicity is the mainspring of the effort. In any project like the Theater Canteen, publicity is an integral and necessary part of the plan, bringing interest and contributions from the public; and the activities of theatrical names in and for the Canteen constitute legitimate news.

From time to time this corner has been asked to drop in at the Canteen and see what it is all about. But the Canteen is theoretically barred to civilians, being strictly for lads in uniform; and going there, even in the interests of a new yarn, seems to me an imposition. The lads in khaki and blue go there to enjoy themselves, not to be observed. Besides, they're the only true judges of what the Canteen is all about. The only way of appraising the project accurately, it seems to me, is thru the eyes of one of the lads for whom it was created.

Therefore this corner has attended the Canteen by proxy, in the person of Private David Sternberg, recently in town on furlough from a post in Georgia. He promised to give out with his true reactions, and he did.

Writes Private Sternberg: "From the moment he hesitatingly opens the door of the Theater Canteen, the uniformed man on leave is tossed into a world of atmosphere that is entirely strange to his experience in the USO clubs near his station. He wanders about, dazed by the terrific impact of genuine hospitality on a grand scale.

"At the normal USO club the average amount of social activity consists of twice-weekly dances, the music provided by records. Entertainment, if any, is offered by the members of the armed forced themselves. And it is usually difficult to find enough girls to dance with.

"But the Theater Canteen, the boys agree, is a palace. They have never seen such sincere hospitality, so much good food in inexhaustible quantities (with milk, cigarettes, fruit, etc.), so many beautiful girls and top-ranking stars to dance with. You can't help feeling like a king when everyone puts on fine entertainment for you, checks your outer clothing, fills your stomach and then washes the dishes—because your wear a uniform. I defy anyone to describe our feelings of awe, amazement and thanks—thanks and gratitude. Never before have we been treated on such a scale.

"The attitude of New Yorkers and the theatrical trade toward the service men has given the lie to the oft-mentioned cry that New York is an unfriendly city,

(See FROM OUT FRONT on page 17)

Irish Repertory Players Offer "The White Steed"

NEW YORK, April 11.—When it trotted on the stage of the Blackfriars Theater here Thursday (9), Paul Vincent Carroll's *The White Steed* had all the ribbon-winning poise of the professional show horse. But when it began to gallop, its collective rider, the Irish Repertory Players, gained too many "neighs" for nervous rein-handling.

Carroll's play, tried and proven stuff, was not at fault. Describing the impositions inflicted on his simple Irish parishioners by a strict clergyman, it gripped and held even when character portrayal was unconvincing. Some of the principals fumbled badly with the vaguely described dramatic transition. Margaret McCarthy, as the rebellious daughter, for example, switched over from quiet dignity to wild Irish passion too easily. Where the lines called for the latter—to be worked up gradually—Miss McCarthy suddenly heaved and swayed as if the devil himself, begorra, had chased her around the wings. Her romantic lead, Larry Murphy, as Dennis Dillon, was dragged along in this offense, calling down the saints with too much noise and passion.

Proper restraint and accuracy were the property of only J. Augustus Keogh, as the venerable, blunt Canon Matt Lavelle. A skilled director, Mr. Keogh proved an equally good actor. Urging all the vigorous humor out of his lines, he changed over into the sober and serious without startling the audience into a feeling of unreality. Paul Nemcek, as the heartless Father Shaughnessy, spoke too fast, frequently fluffed important sentences, and just as frequently allowed his speech pattern to drone along monotonously.

Minor characters were surprisingly good. Liam Dunn, as the dull, hypocritical Patrick Hearty; Anita Grannis and Anne Keogh, as the two servants, and William Mannix, as Inspector Toomey, all conformed to high dramatic standards. Thomas M. Heaphy, Pendar Nunan and Mollie Breen worked in smaller roles, but nonetheless valiantly.

J. R. C.

Palmerton Signs 10-Year Lease on Fitchburg House

NEW YORK, April 11.—Guy Palmerton, who has been operating the Lake Whalom Theater, Fitchburg, Mass., for nine summers, this year picked up a 10-year option on the house, extending his tenancy to 1953. Season will open in mid-June and, as in the past, will include both musicals and dramas. Among the musicals will be *Anything Goes* and *Gay Divorcee*. If *Claudia* and *My Sister Eileen* are released for summer stock in time they'll be among the dramas.

Opposition Fitchburg house has been rumored, under management of William B. Friedlander, who would operate an in-town spot and has talked of opening before Palmerton gets going. Friedlander, tho, has put up no Equity bond as yet.

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New Plays on Broadway

Reviewed by Eugene Burr

MARTIN BECK

Beginning Tuesday Evening, April 7, 1942

THE MOON IS DOWN

A play by John Steinbeck. Directed by Chester Erskin. Settings designed by Howard Bay, built by William Kellam Company, and painted by Centre Studios, Inc. Costumes by Brooks Costume Company. Company manager, Victor Samrock. Press agents, Harry Forwood and John Latham Toohey. Stage manager, B. D. Kranz. Assistant stage manager, George Keane. Presented by Oscar Serlin.

Dr. Winter	Whitford Kane
Joseph	Joseph Sweeney
Sergeant	Edwin Gordon
Captain Bentick	John D. Seymour
Mayor Orden	Ralph Morgan
Madame Orden	Leona Powers
Corporal	Charles Gordon
Colonel Lanser	Otto Kruger
George Corell	E. J. Ballantine
Annie	Jane Seymour
Soldier	Kermit Kegley
Major Hunter	Russell Collins
Lieutenant Prackle	Carl Gose
Captain Loft	Alan Hewitt
Lieutenant Tonder	William Eythe
Soldier	Victor Thorley
Molly Morden	Maria Palmer
Alex Morden	Philip Foster
Will Anders	George Keane
Tom Anders	Lyle Bettger

The Action of the Play Occurs in a Small Mining Town. The Time is the Present.

PART I—The Drawing Room of the Mayor's House. Scene 1: Morning. Scene 2: A Few Days Later. Scene 3: Two Days Later. Scene 4: That Evening. PART II—Scene 1: The Drawing Room of the Mayor's House. Three Months Later. Scene 2: The Living Room of Molly Morden's House. The Following Evening. Scene 3: The Drawing Room. Two Weeks Later. Scene 4: Half an Hour Later.

For years this corner has been crying out—in what sometimes seemed suspiciously like a wilderness—that the impact of current events has nothing to do with the merits or demerits of dramas based on those events, that a choice of current world topics actually tends to destroy the chance of creating legitimately fine drama, since we are so close to such topics that they are wried out of perspective to any but the finest minds. To write a great play concerning them is not impossible; but it is tremendously difficult to achieve the timelessness—as distinct from timeliness—that is the mark of all great art. Lillian Hellman managed it to a large extent in her *The Watch on the Rhine*. And now John Steinbeck, whose one previous drama, *Of Mice and Men*, was a cheap and phony excursion into pseudo realism, achieves it magnificently with his *The Moon Is Down*, which was presented Tuesday night by Oscar Serlin at the Martin Beck Theater.

The Moon Is Down deals specifically with the Nazi occupation of a country that seems to be Norway; but its tale and treatment attain the difficult plane of timelessness that places them far above merely current events. The tale Mr. Steinbeck tells could, in its essentials, have been told of any forcibly occupied country—of ancient Lydia or Gaul, of Alsace or Ireland. Its magnificent underlying statement—that forcible victory itself sows the seeds of the victors' undoing, since military might presupposes a lack of imagination that fosters and forces ultimate revolt—that statement could have been heard with profit by any powerful international octopus that has imposed its will and its laws upon conquered peoples thruout recorded time. *The Moon Is Down* is a tremendously powerful and thrilling and heartening play of today; but its tale and thesis held true when Caesar's legions marched—and they will hold true still when today's horrible travail has become another chapter in the histories, and the world is torn again in another repetition of its unending tragedy of blood.

This universality is finely achieved and finely maintained thruout. Mr. Steinbeck has given us not only a heart-raising statement to aid our daily living but a legitimate work of art that will still be vitally alive when that daily living is done.

The tale is simple—bare almost—yet tremendously dramatic and compelling. The mayor of a small occupied town is visited by the Nazi commander and asked to co-operate. This he refuses to do until he knows the mind of his people; he has been elected to follow their will. And for a while the town remains quiet. Then a Nazi officer is killed by a miner who resents the fact that he is forced to work for his foe; and the miner is tried by the commander who, thru experience and understanding, knows that the unimaginative military rules will not only fail to work, but will hugely increase the very thing they seek to eradicate. Nonetheless, he is bound to follow them; he has the miner shot in the public square.

Then slowly the revolt rises. Nazis are killed and their works sabotaged; hostage after hostage is executed, altho the commander knows the uselessness of the prescribed procedure; the mayor follows the will of his people, working secretly against the Nazi rule; the invaders have to barricade themselves in their quarters and are torn by nerves and unadmitted fears. Young officers, who started out on what they thought was a glorious mission, face the hate of a barbarously wounded people.

In the end, the mayor gets word to England, asking for secret weapons, and the weapons—explosives and such—are dropped by parachute. And then, acting under the orders that he despises and knows are useless, the commander holds the mayor himself as hostage. The explosions of revolt continue, and the mayor, handing on his mission to the myriad leaders who arise at need among any peoples that are *free*, goes out to meet his death.

The methods by which Mr. Steinbeck constantly emphasizes the universality of his theme are both subtle and powerful—and, at the same time, he shows marvelous delicacy and insight in the etching of individual characters. The commander and the mayor, the village doctor, the sleazy local Quisling held in contempt by the invaders he aids, the captain thoroly imbued with the prevailing military philosophy, the young lieutenant broken by the hate that flares where he had been taught to expect adulation, the servants listening behind closed doors, all are vividly and powerfully drawn, with a flashing imagination and a deep, universal understanding.

That understanding extends to the conquerors as well as the conquered—and that is the secret of the tremendous power of Mr. Steinbeck's play. But such understanding by no means indicates compromise or weakness. The wise and cultured commander, for example, is far more horrible than the militaristic captain; for the captain's tiny mind honestly believes in the methods it enforces, while the commander sees their uselessness and evil and yet carries them out just the same. The author's understanding does, however, explain the universality of the play; thru it, the conquerors become not the representatives of a single race or system, but the embodiment of a vast and evil force, a way of life, that has been since the start of time. And, the unconquerable conquered might be Norwegians of today, Britons under Boadicea, or the Irish of the Easter Rebellion.

And, because of that understanding, the universal tale is told in simple and tremendously moving human terms and becomes a heart-catching, thrilling, inspiring and exciting drama.

Chester Erskin's careful and unobtrusive direction achieves dramatic peaks of huge power and points up the effects of a large cast that is, with only two exceptions, excellent. Otto Kruger, returned from the cinema, does magnificent work as the commander, offering a beautifully shaded, powerful performance, marked by brilliant insight and sharp dramatic effect. Leona Powers, as the mayor's wife, offers some of the most beautiful underplaying I've ever seen and, by her mere movement in the final scene, points up the full human tragedy of the drama. William Eythe, a newcomer, does an amazingly fine job in the very difficult role of the nerve-racked lieutenant. Whitford Kane, as the village doctor, offers another of his marvelously right performances. Alan Hewitt, as the young militarist, brings powerful effect to a role that might very easily have been burlesqued. And, among the others doing commendable work, are Jane Seymour, Joseph Sweeney and Russell Collins. They all of them rate more praise than I'm able to give.

On the other hand, Ralph Morgan brings neither dignity nor power to the mayor, playing either on a dull, flat emotional level or making the fine speeches ring false with thick tho quiet hamming. It almost seems as tho he tries too hard. And Maria Palmer, as the wife of the executed miner, fails to bring to life what might have been one of the richest roles in the play.

Such things, however, are buried in the general effect. Mr. Steinbeck has given the season a great play. More than that, he has given a great play to the theater of the future.

AMERICAN ACADEMY OF DRAMATIC ARTS

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CARNEGIE HALL, NEW YORK

BELASCO

Beginning Friday Evening, April 3, 1942

NATHAN THE WISE

A play by Gotthold Ephraim Lessing, translated and adapted by Ferdinand Bruckner. Directed by James Light. Settings designed and executed by Cleon Throckmorton. Costumes by Rose Bogdanoff. Company manager, J. J. Garrity. Press agent, C. P. Greneker. Stage manager, Seymour Milbert. Presented by Erwin Piscator.

Nathan, a Wealthy Jew	Herbert Berghof
Daja, a Christian, Companion to Rahel	Bettina Cerf
Rahel, Nathan's Adopted Daughter	Olive Deering
A Knight Templar	Alfred Ryder
A Lay Brother	Ross Matthew
The Patriarch	Gregory Morton
The Sultan Saladin	Bram Nossen
Monks	Liebert Wallerstein, Jack Bittner

Time: The Third Crusade. Place: Jerusalem.

ACT I—Scene 1: The Courtyard of Nathan's House. Scene 2: The Grove of the Tomb of Our Savior. Scene 3: Same as Scene 1. Scene 4: Same as Scene 1. ACT II—Scene 1: The Cloister. Scene 2: The Palace of the Sultan. Scene 3: The Courtyard of Nathan's House. Scene 4: The Judgment Room in the Palace of the Sultan.

Despite the fact that the name of Erwin Piscator, director of the New School's Studio Theater, appears as producer of *Nathan the Wise* on the playbills at the Belasco Theater, it was Lee Shubert who rescued the play at the end of its limited run at the downtown Studio Theater and installed it in the Belasco last Friday night. It is easy to say that *Nathan* is a cheap show to operate, and that Mr. Shubert has many Broadway playhouses in sad need of occupants; it is also easy to say that the many glaring weaknesses of Ferdinand Bruckner's unsatisfactory adaptation of the Lessing script show up all the more distressingly under Broadway lights, as do the appallingly inadequate direction of James Light and

(*See NEW PLAY on page 17*)

"Ladies" Leaves S. F. After Big 5 Weeks

SAN FRANCISCO, April 11.—*Good Night Ladies* pulled out of the Curran Sunday night and headed for the Blackstone, Chicago, after topping all house grosses so far this year. Figured for a one-week stand, show played five to the tune of \$50,000 for the run.

Life With Father opened at the Geary Monday night.

Cowl-McClintic Show Set

NEW YORK, April 11.—George Batson's *A Night for a Lady*, which has been kicking around since Ruth Chatterton tried it out on the road under the title of *Treat Her Gently* last year, is finally set for spring production by Guthrie McClintic, with Jane Cowl in the lead. Author was a busboy at the Automat when he wrote it. Rehearsals started Thursday (9), with Arthur Margetson appearing opposite Miss Cowl. Play will try out for one week at the National, Washington, starting May 4, before coming to Henry Miller's here May 11.

"Claudia" Weak in Tulsa

TULSA, Okla., April 11.—John Golden's *Claudia*, playing at Convention Hall here Easter Sunday night, grossed only \$2,100, the smallest take of the season for Convention Hall shows. Mrs. Robert Boice Carson, who books the shows at the Hall, attributed the small crowd to the lack of a known star in the cast. The audience, however, was appreciative, and enthusiastically applauded Phyllis Thaxter, newcomer in the major role. Local critics were generous, too. Prices ranged from \$1.12 to \$2.80.

Holidays Not Much Help to Stem Legit

NEW YORK, April 11.—Easter holidays of the colleges and schools did little to boost Stem legit takes, despite the fact that a number of shows either rearranged matinee schedules or played extra matinees Monday afternoon, figured as a spot to catch most of the kid trade, did ordinary business, with only *Junior Miss* coming anywhere near capacity. *Lady in the Dark*, *Sons o' Fun*, *Priorities*, *Best Foot Forward*, *Angel Street* and *Blithe Spirit* also did well, tho there were plenty of empties at all. All told, 12 shows gave Monday matinees.

Weather was figured as the chief cause, the sudden onrush of springtime and heat keeping people on the sidewalks and in the parks instead of unloading them into lobbies. At midweek weather also hurt, but from a different direction. Sudden warmth as suddenly turned back to winter cold with Thursday marked by an all-day blizzard.

Cowbarn Plans

NEW YORK, April 11.—Despite doubts as to the effects of tire and gasoline rationing on summer stock attendance and the resultant lateness of the usual cowbarn announcements, three more summer stock spots gave out with definite plans this week.

The Cape Theater, Cape May, N. J., will open May 27 for its fourth season under the management of T. C. Upham, and expects to run for 17 or 18 weeks, one of the longest seasons in the East.

Opening even earlier will be the Cambridge (Mass.) Summer Theater in Brattle Hall, which starts May 11 under the direction of Robert E. Perry and the co-sponsorship of John Huntington and Lee Falk.

The Lakewood Theater, Skohegan, Me., with its season bobbed to eight weeks, will start some time in July. Herbert L. Swett, manager, says that a new play by Owen Davis will be tried out.

Guild Postpones "Love"

NEW YORK, April 11.—After mulling over whether or not to bring Philip Barry's *Without Love* into the Guild Theater this season, with the show meanwhile piling up terrific grosses on the road thru the pull of Katharine Hepburn, its star, the Theater Guild finally came thru this week with the expected announcement that the play's New York debut would go over until the fall. Decision was reached Wednesday (8) after conference between Guild officials, Barry and Miss Hepburn.

Announced reason was that Miss Hepburn's contract for the season ends June 1, and it was figured inadvisable to bring the show in for a run limited to five weeks. Grosses rung up on the current tour, tho, weren't ignored by the decision.

Stem Stock Plans

NEW YORK, April 11.—Plans for a summer stock company on the Stem are being mulled by Bruce Hewitt, who has his eye on the Mercury Theater, intimate spot which formerly housed Orson Welles and his brainstorms. Among shows under consideration are a revival of *Street Scene* with Estelle Taylor in the lead and a couple of new ones. New scripts are Robert Beckwith's *Ready-Made Tomorrows* and Charles Lewis's *Burden of the Flesh*. Producing outfit would be known as National Theater, Inc.

Review Percentages

(Listed below are the decisions of dramatic critics on the nine general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with nine "no opinion" votes 50 per cent rather than zero.

"The Moon Is Down"—33%

YES: Mantle (*News*), Watts (*Herald Tribune*), Atkinson (*Times*).

NO: Coleman (*Mirror*), Kronenberger (*PM*), Waldorf (*Post*), Anderson (*Journal American*), Brown (*World Telegram*) Lockridge (*Sun*).

NO OPINION: None.

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Conducted by PAUL DENIS — Communications to 1564 Broadway, New York City—SAM HONIGBERG, Associate

Rose Drops Old-Timer Idea for Political Show

NEW YORK, April 11.—A new Billy Rose revue at the Diamond Horseshoe is scheduled to go into rehearsal in May. New show, tentatively titled *Fun To Be Free*, is the revue that was originally planned as a star-studded patriotic benefit for legit, and is expected to open early in June. Current show, *Silver Screen*, is now in its 13th month.

New display will depart from the accepted Horseshoe practice of featuring old-time names. Plans call for introduction of new talent. This show will mark the first time that Rose has not written the songs for his floorshows. George S. Kaufman, Moss Hart and composer Harold Rome did the material for the proposed legiter, and stuff will be taken over by Rose. John Murray Anderson did the previous shows at the Horseshoe.

During the *Fun* run, 15 per cent of the profits will go to the USO and the relief funds of the various services. New revue will satirize the axis.

Also important on the night club front is the completion of the cast for Lou Walter's Latin Quarter on the site of the old Cotton Club and later George White's Gay White Way. In the show opening the last week in April will be Gloria Gilbert, Lela Moore, Barbara Perry, Jade Ling, Mazzone Abbott dancers, and orks conducted by Alex Pierce and Ralph Bodgers. M. Kameroff and Mme. Kamerova are producing the show, which will include a six-male line to augment the 12-girl array. Will run two shows a night: 10 acts in 20 scenes, an hour and a half. Gertrude Bayne and Irving Zussman doing the publicity.

Buffalo Niteries, AGVA Reach Pact; Up for Board Okay

BUFFALO, April 11.—The AGVA and Night Club Owners' Association are nearing a satisfactory settlement now, according to Sam Chasin, attorney for owners. A tentative agreement has been made, and awaits approval of the national board of the AGVA. Because of the change in the national AGVA board set-up this week, the approval may be delayed. Owners have promised to employ only AGVA acts. AGVA, on the other hand, has promised to call no strikes until the situation is cleared up.

Meanwhile, as part of owners' demands, agent Wally Gluck has been given an AGVA franchise by national board, despite the fact that the union's local rep, Maji, put him on the unfair list after he refused to side with AGVA against the owners. Gluck recently got back his musicians' union license.

The owners even had the minimum scale adjusted to their satisfaction. The $25 for chorus is now the minimum for three or two shows a night, seven or six days a week. Specialties get $27.50; more than four appearances, rate $30. This includes agent's commission.

Classification on minimum scales has not been made as yet, but AGVA seems content to get owners to sign for Class C minimum. Gerald Griffin and Joan T. Silverstone, of AGVA, were in town last week to negotiate terms.

Coast AGVA Asks for Okay To Play Struck Hotels

SAN FRANCISCO, April 11.—AGVA local has applied to its international for permission for members to work in struck hotels pending settlement of the culinary workers' dispute.

Performers were withdrawn from the hotels last August. Bands and performers at the Mark Hopkins and St. Francis were affected.

Detroit Agents Elect

DETROIT, April 11.—Michigan Theatrical Agents and Bookers' Association has elected as officers for one-year terms: Peter J. Jodice, Amusement Booking Service, president; Sol Berns, Berns & Schiller, vice-president; Betty Bryden, secretary; Del Delbridge, Delbridge & Gorrell, treasurer. Directors are Henry Lueders, United' Booking Association; Ken Conroy, Conray Booking Service, and Mabel Duggan.

Must Like the Work

CHICAGO, April 11.—A local dance team is paying 30 per cent in commissions for a date secured in Milwaukee, netting it $110 a week.

Before the booking, act signed a personal management contract with an office which is getting 10 per cent. A local agent who actually set the date is getting another 10 per cent. The Milwaukee booker handling the club is getting the third 10 per cent.

To make matters worse, the male member of the act has to come into Chicago four days a week on personal business.

Congress Cautious; Openings Postponed; Bon Air in Doubt

CHICAGO, April 11.—The May 15 opening date of the Congress Hotel's New Horizon Room has been set back, altho the cocktail lounge adjoining the main room (Pacific Clipper) will open as scheduled, using strolling entertainment. The uncertainty of the future, due to the war, prompted John Mack, managing director, to keep the big spot dark. In the hotel's Glass Hat, meanwhile, Vincent Bragale's band returns April 14, succeeding Barry Winton, Ellen Connor will be added on vocals.

Rumba Casino strengthened the *Fun for Your Money* unit, which opened last night (10) with additional talent, but the original screwball comedy idea is being retained. WIND pulled its wire from the spot, pending the settlement of a $120 bill. WHBM is still picking up Casino bands, however.

From present indications, it is unlikely that William R. Johnson will reopen the Bon Air Country Club this summer. While the U. S. Circuit Court of Appeals reversed the decision of the lower court which sentenced Johnson to five years in prison for evasion of $2,000,000 in taxes, the U. S. Supreme Court stepped in and ordered a reopening of the case.

Miami Latin Quarter Ends Good Season

MIAMI, April 11.—The Latin Quarter, Palm Island night club, is the first biggitner to close for the season. Lou Walters, who took over this spot two years ago, when it proved a white elephant for the former owners, came thru this season with a nice profit.

Walters left for New York, where he plans to open a new Latin Quarter on the old Palais Royale site and feature many of the acts played here the past winter. Among them will be Bob Fuller's Texans, Emile Boreo and the Mazonne-Abbott apache troupe.

He has set some new acts for his Boston Club and expects to open his Cape Cod club next month.

Miami Club Reopens

MIAMI, April 11.—El Chico, dark since last summer, opened Thursday. Al Gaines is the manager. Using only an orchestra and some light entertainment to start.

Lew Mercur says his Nut club will remain open all summer.

The Padlock closed Tuesday for repairs. This was the club's best season. Will probably reopen in a few weeks.

Open Houston Dance Spot

HOUSTON, April 11.—Headed by J. L. Bowers, amusement promoter here for many years, a group of local men have taken a long lease on building at McKinney and Travis for April 15 opening of Hostess night club, combo night club-taxi dance spot.

Local bands are to be booked, with floorshows from hostess group themselves.

Performers in Crash

BUFFALO, April 11.—An automobile accident involving four entertainers occurred here this week, and the foursome still is confined to De Graff Memorial. They are Harry Van, emcee; Mona King, dancer; Mona Richards, dancer (wife of Bill Richards, local talent agent), and Johnny Brunner, comedian. Car was driven by Andy Anderson, nonpro, who was hurt slightly.

Atlantic City Spots Encouraged By Easter Week-End's Fine Biz

ATLANTIC CITY, April 11.—The fine Easter week-end at the Steel Pier, cafes, cabarets and picture houses is considered indication that the coming summer holds much promise in spite of war conditions. A crowd of 500,000 was estimated here last Sunday (5). Over two dozen hotels and night clubs arranged entertainments.

Round-the-World Room of the Hotel President offered Dick Robertson, Decca record artist, the first time a name has been brought in for the Easter business. Dincrah, Watson Sisters, Rudy Vasco, Starita and Russ Andre's orchestra rounded out the program. Other hotel spots grubbing off a major portion of the trade were the Ritz-Carlton's Merry-Go-Round, Seaside's Surf 'n' Sand Room, Traymore's Submarine Grill and the Chelsea's Terrace.

Eddie Kravis booked in a big show for his Paddock International, including Marie Kilbuy, Dorothy Adell, Jackie Hill, Belle Starr, Bob Bell and Jimmy Jackson's band; and the new revue at Club Nomad included Colleta Ellsworth, Helene Francis, Kent Edwards, Tiny Kaye, Wanda DeMuth and Sylvia Arden. Other niteries with floor entertainment included LaJune's, Club Imperial, Hollywood, Penn-Atlantic Palm Room, Saul Bogatin's Cosmopolitan, Tally-Ho, Old Fashioned, Ann's Log Cabin, Benson's, Louise Mack's Entertainer's Club, Peach Orchard, Grohs, Jordan's, McGee's, Gables Inn, Kris Isle, Herman's Music Bar, Pat Gallagher's and Novelty Wonder Bar.

While it was the first Easter Sunday that Hamid's Million-Dollar Pier had failed to open, the Steel Pier, in its 45th year, had Jimmy Dorsey's band doing the *Fitch Bandwagon* radio broadcast from the ballroom. Alex Bartha's band, Four Ink Spots, Eddie White, Stuart Morgan Dancers, Wally Brown, Robbins Brothers and Margie, and Four Macks rounded out the program.

Press Agent And the Bull

DETROIT, April 11.—Ferdinand the Bull, currently at the downtown Club 500, hit the headlines twice in a week, a fairly high score for his press agent.

First occasion was when Ferdinand marched in the Army Day Parade, bearing appropriate banners for the sale of Defense Bonds.

Second occasion was a squawk by neighbors over his being quartered in a downtown office building between his stage appearances. City officials anchored up an ancient ordinance regulating the appearance of bulls in city streets, requiring four attendants, a ring in the nose and the bull tied to a wagon.

More Vaude for Upstate New York

NEW YORK, April 11.—Keeney's Theater, Elmira, N. Y., is set to open with a spot three-day band policy starting April 14. Ina Ray Hutton is on the first bill, and will be followed by Chico Marx April 28. House will play three days starting Tuesdays. Bookings are by Warner Brothers. House policy will be similar to that of the near-by Stanley, Utica, which also plays three-day spot band policy. Guy Lombardo is set there for May 5. Also booked by Warner New York office.

Because of the success of the Utica vaude policy, RKO will embark on a similar three-day vaude policy to start in about two weeks, at Proctor's, Schenectady. Opening bill has not yet been set.

Radio-Vaude Tie-Up For WPAT, Paterson

NEW YORK, April 11.—Central Theater, Passaic, N. J., has made a radio tie-up with Station WPAT, Paterson, N. J., for half-hour broadcasts of the band and vaude programs there Saturdays at 7 p.m. Programs are not sponsored commercially by the theater, but are listed as special events.

Edward Codel, WPAT manager, made the deal with the house. Interviews with stage personalities at the Central will also be arranged over WPAT.

Cortello Act in Fire

WORCESTER, Mass., April 11.—A fire in a local hotel incapacitated the George Cortello act. While trying to escape the burning structure, Mrs. Cortello, assistant in the act, broke a leg. Cortello escaped with the dogs by packing them in pillowcases and carrying them around his neck. The act was appearing at the Plymouth Theater here.

Curtiss Agency Shuts

DETROIT, April 11.—Curtiss Booking Office, specializing in private show and night spot talent, has closed. Leo Curtiss, manger, is joining the local Gus Sun Office.

The Headaches of Booking a Revue Into an Army Camp

MACON, Ga., April 11.—Night maneuvers is another cause for a manager's heartbreak. For instance:

Don Kay, Milwaukee showman, now a selectee at Camp Wheeler here, desired to bring his old show, Charlie A. Taylor's *Bronze Manakins*, 40-people all-Negro revue, here. Negro soldiers at Camp Wheeler bought a block of 700 tickets at 33 cents each. The Joseph N. Neel Post (white) of the American Legion sponsored the performance at the Macon Auditorium Wednesday (8).

When show time arrived, 700 tickets were returned to the box office from the camp with explanation that the troops had suddenly been ordered on night maneuvers and company commanders had refunded the ticket money. Maneuvers kept other soldiers away, too.

Depending on the soldier trade, there had been little effort to attract other business. Arthur Lewis, legion commander, said a billposter disappointed and failed to post the paper as contracted.

Bronze Manakins grossed little more than $100, leaving the legion holding the bag for around $75 and Kay stuck for plenty.

Kay, incidentally, has continued to handle the bookings from the army camp. This spot, ordinarily very good, was first bloomer on the Southern tour. Troupe jumps to Memphis, then St. Louis and back into the Midwest.

B'klyn Strand Vaude Out for the Summer

NEW YORK, April 11.—Strand Theater, Brooklyn, closes stageshow policy for the summer at the conclusion of the Les Brown's engagement, Sunday. Whether the house will remain open for straight pix policy is undetermined.

House is operated on a pooling arrangement among Paramount, Warner and Fabian interests. Vaude bookings were by Warner, in conjunction with the Paramount office.

MCA Sets 2 Into Walton

NEW YORK, April 11.—Music Corporation of America has cracked Jack Lynch's Walton Roof, Philadelphia, with two bands in a row. The spot has been a William Morris stronghold.

Herbert Curbello has been set for April 27, to follow the Terry Sisters' ork after a five-week stay. Both deals were made by Joe Sully. The femme ork goes into the Rainbow Room here May 13.

Spot was previously dented by Paul Small, who set Cully Richards there.

2d Vauder for Hazleton

HAZLETON, Pa., April 11.—There are now two local vaude houses with the inauguration of a three-day vaude policy at the Key Theater (Hershey Circuit). A similar policy has been followed by the Peeley Theater (Comerford Circuit) for more than two years. Both houses run shows Mondays to Wednesdays.

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Night Club Reviews

Chez Paree, Chicago

Talent policy: Production shows at 8:30, 11:15 and 1:30; show and dance band; rumba band. Management: Joe Jacobson and Mike Pritzel, operators; Fred Evans, producer; Gene Lucas, music; Francis Pallister, costumes; Bob Curley, publicity. Prices: Minimum $2 ($3.50 Saturdays and holidays).

This new show will need plenty of promotion to draw the normal Chez trade that has been fattened on names. Locally, the current line-up has no name value. It is topped by Jean Sablon, French singer, and includes Estelita, Jackie Miles, Mata and Hari, Key Taylor, the Chez line (12) and Buddy Franklin's band. From the entertainment standpoint, it has too many dull spots to compare favorably with preceding shows.

Sablon, a polished, handsome, deep-toned singer of pop French and American songs, would be better off in a smaller room catering to society trade. His French numbers, tho well done, are lost here, and his American tunes are too few. There is no service during his appearance, which is a help, but not enough to enable him to carry the burden of a featured performer.

Estelita, Cuban singer and dancer, is another misbooked performer. She is attractive and fiery, but her Spanish language character numbers are above the heads and patience of this room's trade. Fared mildly opening night.

Jackie Miles, emsee and comic, did better. Tho he had a hard time warming up the audience, which had turned cold by the time his act came around, he managed to win them and wound up netting a big, sincere hand. He is fast and clever. His stories are funny and his delivery unique.

Mata and Hari scored with satirical dance impressions of sports figures and an Indian fakir, exhibiting amusing mannerisms and limber dance work. A different team, made to order for better spots.

Key Taylor, tapper, followed the opening production number with a couple of rhythm routines, fairly well executed. The girl numbers (3) are extremely well costumed. In show caught they opened with a samba, introduced Mata and Hari's Indian routine with a colorful dance of India and closed with a Chinese fantasy.

Buddy Franklin's band is a good local outfit. It has three rhythm, three sax, three brass and a fiddle, enough to do a good job on shows and dance sets. Ray Charles, tenor, drafted from local choral groups for band and production vocals, has a fine voice. A rumba band fronted by Lucio Carela, native singer, draws the Latin dance fans. Hank Lishon's ork fills in one night a week when the regular band is off. *Sam Honigberg.*

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Shoreham Hotel, Blue Room, Washington

Talent policy: Dance band; floorshows at 9:30 and 11:30. Management: L. Gardner Moore, managing director; Joe Dupree, publicity. Prices: Cover for supper, 50 cents ($1 Saturdays); dinners from $2 include cover; drinks from 40 cents.

Shoreham Blue Room, city's long-standing class spot, offers nightly the largest collection of dollar-a-yearers and Washington elite under one roof. Dinner crowds, including many high government officials and society page prominents, jam huge room every night. Overflow sometimes causes opening of adjoining dining room.

Early 1 a.m. closing forces three acts to put on two different shows within two hours. This is easy for current bill of singer, magician and dance team.

Cyrel Rodney, appealing young singer of semi-classics, in her third week, pleased elderly crowd with *Indian Love Call, Moka-Believe, Blue Danube*, etc. Voice and presentation, however, suffer from too much sweet-young-thing personality. Voice lacks depth; presentation lacks push.

Magician Keith Clark gets lost in this ballroom-size club. Greatly aroused audience interest drops off gradually. Patter follows same course. Room is undoubtedly too large, as effect of intriguing necktie color-changing trick is lost entirely. Big columns are no aid to audience-participation illusions. Rope-cutting trick and some handkerchief effects go over. Clark's work seems effortless, smooth.

Show is saved by Estelle and LeRoy, dance duo, playing their first engagement in Washington. They handle Viennese waltzes, tangos, rumbas and intimate pantomime numbers with ease, perfect rhythm and showmanship. Leave little to be desired. Nifty lookers, they carry an abundance of energy and personality. Dance done to Bolinger's *Serenade* is typical of team's beautiful technique. *Lollipop* and *Hitch-Hike* numbers in modern tempos are delightful.

Barnes-Lowe band, led by Barnes, has been playing the Blue Room for 12 years, since the hotel opened. Orchestra is good and bad. Caters to political celebrities a bit too much by playing State songs and such. But five violins lift band above ordinary, create atmosphere, and make it a fave with violets-and-old-lace crowd. *Connie Poulos.*

Copacabana, Rio de Janeiro

Talent policy: Show and dance bands; floorshow at 12 (Sundays 11:30). Management: Duarte Araujo, managing director; Gilberto Pereira da Silva, publicity; M. E. Stukart, artistic director; Bardi, headwaiter.

The late summer show, after being set back four days due to illness of Leni Lynn, U. S. thrush, opened March 24 and should give this room a much-needed hypo. Since the departure of the Patricia Bowman-Paul Haakon combo last December business has been off in this swanky spot.

Present show, built around Leni Lynn and Nini Theilade, formerly of Ballet Russe de Monte Carlo, leans heavily on the classics. Copa patrons should enjoy this show, with its Chopin, Mozart and Strauss music, the classic dances and the ultra presentation of *Begin the Beguine*. Costumes and production background are excellent.

The fare, titled *Momentos Musicais*, is served in three portions. Three girl lines, U. S. (5), Brazilian (8) and the four ballet dancers brought in with Nini Theilade, are spotted thru show and merged for the finale. Leni Lynn sings two production numbers, is spotted in second part, offering three songs as Nini Theilade does a swell job of terpsichore chores.

Show got under way with Leni Lynn warbling as line girls tossed up ballet, polka and toe routines, Miss Theilade stepping out twice for short but well-executed toe solos.

Second portion included a special jazz arrangement by Claude Austin band, with brass and saxes doing hot licks.

Leni Lynn, seated at desk beneath a large portrait of Clark Gable, sang *I'll Write a Letter to You, Mr. Gable; You Made Me Love You* and *Close to My Heart*. Encored with *Carinhoso*, Portuguese lyrics, which sent her off to solid hand. Bands peel off Ravel's *Bolero* and Miss Lynn vocals *Begin the Beguine* to heavy applause. Line girls are followed by Nini Theilade, bringing show to smash close.

Claude Austin band played show music, alternating with Simon Bountman's band for dances. Show will run for four weeks. *James C. MacLean.*

Club Gloria, Columbus, O.

Talent policy: Dance band; two production shows a night, three on Saturdays. Management: Sam Delcasse, owner-manager. Prices: Dinner from 75 cents, drinks from 35 cents.

Bald Joe Venuti is securely launched here with his entertaining, disciplined dance orchestra of 12. The jazz fiddle virtuoso is here for an extended run after a string of one-nighters in the Middle West. Harry Jarkey, the glib and friendly revue-pacemaker, stays on as emsee. Jarkey, an assured showman and alert to any situation, peels to his pantaloons in one episode to build up a high pile of howls. And as a stumbling magician this likable Southerner discovers there are laughs lurking where colored handkerchiefs are supposed to be in roost.

Clayton and Phillips do hand-balancing stunts that amaze, and Blair and Barnett fairly sail thru a well-mapped pattern of dance steps.

Four saxes, five brasses and three rhythm are commanded by Venuti. He leads his kids with the attitude of stern but proud parent. The band can and does play sweet, especially when the fiddler goes nostalgic, but when Joe gets digging, the band pulls the biggest hands and the greatest number of dancers.

Kay Starr is a swing stylist with a praiseworthy voice, "Pat" Daniel whoops it up with *Deep in the Heart of Texas*, Herbie Peer is a sometime vocalist, and drummer Barrett Deems a steadily busy exhibitionist. *Rex McConnell.*

Trianon, South Gate, Calif.

Talent policy: Dance band, floorshow at 10:30 p.m. Management: Jimmy Contrutto, owner; James Brown, manager; Lou Dorn Agency, booker. Prices: Admission, 55 cents; Saturday, 75 cents; drinks, 35 cents up; dinner, 75 cents up.

The Trianon has had some of the best orphan shows in this section. With Duke Ellington coming in, the policy again reverts to this type of show. While this one is patterned somewhat like the others, in a way it misses a lot because it does not have Duke's orchestra as its nucleus. However, the maestro is on hand to accompany the acts, and he does a swell job.

Show opens with Rex Stewart, cornetist, sounding off to bring on Ellington, who emsees. He expresses appreciation for his return engagement (it is the first band to repeat under the ballroom policy begun last May) and gives the build-up for Sleepy Williams and Georgia. Team attempts to vocalize, with fair results, then gets into a fast dance. As a dancer Williams is good. Georgia clicked with a Harlem strut.

Marie Bryant, dancer and singer, with the Duke in *Jump for Joy*. Her singing and dancing went solid. Had to beg off.

Leon Copas's rhythm tapping is about the fastest seen here in months. Works with ease and gags up his act by telling the audience when to applaud.

Ivie Anderson went big with *Rocks in My Bed* and *Nothing* and encored with *He's A-1 in the Army*. Had to beg off.

Miss Bryant came back for another vocal and dance, this time assisted by Ray Nance, sideman. Clicked.

Show ran 50 minutes opening night, too long for this spot. *Sam Abbott.*

Big-Time Vaude Revival Is Bright

NEW YORK, April 11.—The vaude revival in legit houses is taking further spurt with the progress being made with the new Clifford Fischer running mate to the successful *Priorities* now at the 46th Street Theater. The new show has been christened *Keep 'Em Laughing*, and is to include Victor Moore and William Gaxton, Argentinita, Smith and Dale and Hildegarde.

Show will have a short tryout period on the road before hitting New York. Georgie Wood has set the line at the Royal Palm with Fischer.

The vaude formula is also working successfully on the screen with the novelty experiment by MGM at the Broadway Theater, where last Saturday (4) MGM's best shorts started a run. Success of this venture in a house other than the newsreel theaters may start similar bills all over the country.

Follow Up Night Club Reviews

GLENN RENDEZVOUS, NEWPORT, KY.—Three new acts, plus the four Donn Arden Girls, combine to make fair entertainment, but lack action and sock comedy.

The Arden line, in flash sport attire, makes for a bright opening with a high-kick acro routine, led by Jerry Andrews on some fair balleting. The interpretative theme has the girls warbling *I Said No* to Andrews's sales efforts.

Ted Lester still has a novel musical turn. Begins by playing his cane as a flute, and then entertains in turn on the harmonica, fiddle, sax, guitar and clarinet, all fetched from 'neath his inverness cape. Plays all well, leaning mostly to the semi-classical and sweet stuff. Encored doing *Irish Eyes* on the balloon. Could use a bit more personality.

The Colstons, mixed dance satirists, went well with their boke hoofing. Do two routines, mixing their horseplay with some sound acro and tumble work, including some nifty one-arm plunges. Won a neat hand.

Bonnie Baker, for her new role as a nitery single, has gathered a song repertoire befitting her style. After a few bars of *Oh Johnny*, swings into *What Do You Thing I Am?, Is There a Latin in the House?* and *April Showers*. Encored on *Oh, Johnny, Oh*, and returned for a cute rendition of *Oh, My Resistance Is So Low*.

Jerry Andrews and the Donn Arden Girls put on a polished finisher with a flashy production number, with all out for the finale.

Billy Snider emsees in acceptable fashion, with his ork lads turning in a sound job on show and dance scores. *Sachs.*

CLUB BALI, PHILADELPHIA.—Jerry Cooper is new lead for the floorshow. It's the nitr singer's first date in town; and he came, he sang, he conquered. Moreover, it's the first time that the Kalmer brothers have given the emsee spot to a male singer.

Cooper's romantic love ballads make 'em cuddle right up. Opens with a hit parade medley and then lets the ringsiders call out their favorites. Not only is his song selection rich in popular appeal, but he knows when to leave so that they'll come back for more.

The Ballatores, also new here, impress no end with their smart ballroomology that runs the gamut from waltz to cakewalk.

It's a return trip for Iris Wayne, still clicking solidly with her clean tap and, even more exciting, her acro kicks and spins.

Holding over are the Peter Sisters, sepia trio, with their heavyweight frames for heavyweight harmonizing and mugging.

Line of six steppers opens and closes. Alan Fielding (6) still on for show backing and dance incentives. Nino Blanco and Los Caballeros (5) make the Latin rhythms inviting. Penny Davis tutors neophytes in rumba-conga.

Si Kalmer hosts for the freres; Adolph Goldman is manager, Barney Sloan the maitre de, Herman Toll the headwaiter, Milt Shapiro publicizing, and Tony Phillips booking. *Maurie Orodenker.*

Fort Worth Curfew Looms

FORT WORTH, April 11.—There is a movement on foot here to ask the city council to put a 1 or 2 a.m. curfew law on night clubs and dance halls. A similar rule went into effect recently in Dallas.

Those favoring the closing hours also want to ban unchaperoned girls from night spots.

More Vaude for Denver

DENVER, April 12.—Two local theaters are booking vaude this month. The Tabor is bringing in *Red Hot Rhythm* April 17-23; the Denham will have *Marcus Revue, 1942 Edition*, April 22-29.

Red Hot Rhythm was booked into the Tabor by the Wheeler-Pittman Agency of Denver. Marcus revue will move into the Denham from Omaha.

WALTER MAIER, formerly with Long Island Broadcasting, has taken over ownership of the Beachcomber Club, New York. Max Ernest Hecht is the club's new press agent.

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Club Talent

New York:

THE BEACHCOMBER starts April 16 with a group of show girls recruited from the town's legit musicals. . . . ERIK RHODES and the Rosellianos held over from the succeeding show there. . . . MARTIN AND FLORENZ signed to Hattie Aithoff, of the Charlie Yates office. . . . DON CASANOVA, emsee at Havana-Madrid, being feted with a farewell party prior to his army induction April 15. . . . THREE GUESSES open at the Hurricane April 22. . . . RAY PARKER doubling at the Park Central from *Sons o' Fun*.

CLIFFORD NEWDAHL, singer, who has played the Number One Bar (One Fifth Avenue Hotel) on and off since it opened eight years ago, is new manager of the club. Succeeds Bill Duryea, who is enlisting in the army.

THREE GUESSES slated for the Hurricane, to start April 22.

* * *

Chicago:

DEAN MURPHY has been signed to a contract by Paramount Pictures, says his manager, Phil Tyrrell, and will report for his first assignment late in May. . . . ROSEMARY DERING will play fairs this season for Barnes-Carruthers.

YVETTE and John Buckmaster at the Blackstone opening April 24. Follow Jane Froman, who opens at Beverly Hills Country Club, Newport, Ky., on the same day.

DOROTHY BYTON has dispatched 18 of her line girls into New York for dates set by Miles Ingalls. . . . BEE SARCHE, singer, has joined Paul Marr's office as agent and secretary. . . . CANSINO AND CORTEZ broke in their new act at the Tic Toc, Milwaukee.

* * *

Philadelphia:

SID TOMAK AND REESE BROTHERS, Helene Standish and the Cheena Di Simone Dancers to open April 27 at Club Bali. . . . SHADRACH BOYS making their local bow at Stamp's Cafe. . . . BOBBY EVANS, back from Hollywood, opens at the Cadillac Tavern. . . . MARTY BOHN, Swan Club emsee, chairman of the entertainers' division in the campaign of the Philadelphia Society for Crippled Children. . . . THREE PETERS SISTERS head for the Two o'Clock Club, Baltimore. . . . AL SCHENCK new emsee at Lexington Casino. . . . THE DeMAYOS added at Frank Palumbo's.

* * *

Here and There:

GIOVANNI is the April 18 starter at the Chase Hotel, St. Louis. . . . FRAKSON set for the Troika, Washington, April 30. . . . LAURA DEANE DUTTON to the Hollenden Hotel, Cleveland, April 20. . . . GEORGIE PRICE started at the Yacht Club, Pittsburgh, April 10. . . . LARRY ADLER will be at the Mark Hopkins Hotel, San Francisco, day after his appearance with the SF Symphony. He follows with the Paramount, New York, April 29. . . . WALLY BOAG renewed at the Pensgate Hotel, Boston, for 10 weeks. Gabrielle added to the show there. . . . EARL AND JOSEPHINE LEACH renewed at the Villa Madrid, Pittsburgh. . . . MONTE WALLACE opens May 29 for the season at the Dude Ranch, Atlantic City. . . . DAVE PIERSON celebrating his third year at Weber's Hofbrau, Camden. . . . HAL WHITE doing his army hitch in the Medical Corps at Fort Jackson, S. C. . . . GEORGE AND JOANN at Iroquois Gardens, Louisville, Ky.

PRIMROSE SEMON, comedienne, and her husband, Joe Doris, dancer, are in their second year at the Hofbrau, Lawrence, Mass., doing skits as well as their own turns. Lenora's Debs, which opened that spot last September for two weeks, has been held over continuously and will stay at least until September. . . . NICK LUCAS set for the Esquire, Montreal, weeks of May 18 and May 25.

DANNY RICHARDS opened April 6 at U-Tell Cafe, Chester, Pa. . . . KLARE KENNEY, baritone prima donna, is on a holdover at the Star Theater, Portland, Ore. He recently played the Sportsman's Banquet at Hotel Dessert, Spokane.

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Most San Francisco Agents Okay AGVA

SAN FRANCISCO, April 11.—Altho the majority have signed, AGVA is still negotiating with agents over wage code difficulties. After two meetings, discussions were temporarily suspended because of the illness of John Dahlinger, of the Bert Levey office, chairman of the bookers' committee.

Agents contend that due to war conditions, increases will only tend to limit bookings. AGVA minimum for Class A spots has been set at $65. Casual scale calls for $12.50, $15 and $17.50, all subject to commission.

According to Vince Silk, local executive secretary of AGVA, the following agents have signed the new code: MCA, Bert Levey, Consolidated, Mildred Lane, Stafford & Howard, Helene Hughes, NBC, Sam Rosey, Larry Allen and Barnes & Carruthers. Those reported not to have signed are Lou Emmel, Doc Mannn, Weston & Burke, Raymond Sisters and Helene Drennan Hardin.

Meanwhile, all bookings between performers and agents are being handled as tho there were no union.

Pa. Contracts Needed

PHILADELPHIA, April 11.—After getting after the big New York agencies to clear their Pennsylvania bookings thru a State-licensed agent, Anthony C. Sharkey, of the State Department of Labor and Industry, has started to crack down on out-of-town club bookers. Sharkey last Thursday threatened to halt a show booked here by Carl Friedberg, New York agent.

Friedberg had contracted to provide a show for the American Pediatric Society convention at the Bellevue-Stratford Hotel, and had sent down seven acts and a line. However, Friedberg had not cleared the date thru an agent licensed in Pennsylvania, and Sharkey was at the hotel ready to stop the show from going on. Having police power, Sharkey would have had little trouble in going thru with his threat.

However, in order not to disappoint the convention, Sharkey got hold of Arthur Phillips, State-licensed agent, and Friedberg's bookings were registered all over again on Phillips' contracts. As Sharkey pointed out, purpose of the law enforcement is not to stop shows or keep actors or agents out of work, but to see that all agents comply with the letter of the law, which makes it a must for all contracts to be made out on State forms and carrying the signatures of a licensed agent.

Revolt in AGVA Ranks Looms; Griffin Holds to Office, Funds

NEW YORK, April 11.—Revolt within the ranks of the American Guild of Variety Artists looms because the Associated Actors and Artistes of America has superseded the AGVA national officers, National Board and officers of the various locals. At the same time, Gerald Griffin, displaced executive secretary of AGVA, is not turning over the funds nor vacating office until he seeks legal advice.

Griffin characterized his removal from office as 'a political smoke screen, kept alive by the dilatory methods of the National Board (of AGVA)."

"A gross injustice has been done to the actor movement thru a dirty smear campaign," he said in a letter to officials of AGVA locals and members of the National Board.

Griffin compared himself to the Count of Monte Cristo imprisoned in a dungeon in explaining the lack of power he possessed as executive secretary. He claimed he was constantly hamstrung by the powers that be, whom he described as "the politicians in AGVA."

Griffin says he opposed the Four A's taking over AGVA and its finances at meetings of the Four A's International Board and that he wouldn't complete any exodus until he has sought counsel opinion. He stated that Paul Turner, counsel for Four A's, agreed with him that he was within his rights to seek legal advice.

Meanwhile, a telegram addressed to Frank Gillmore, as president of the Four A's, has been sent by officials and executive secretaries of six locals, asking that the locals thruout the country be given a voice in the reorganization.

Wire read as follows:

"We desire an opportunity for the membership at large and workers in the field to participate in and contribute to the reorganization of AGVA. Desire reorganization be postponed until it can be done in accordance with above plan. We respectfully request meeting of executive secretaries of all locals to give locals a hearing, a chance to have a say in determining AGVA future. This wire sent by official authorization of the following locals: Chicago, Cincinnati, Cleveland, Buffalo, Boston and Detroit."

Telegram was received by Gillmore Tuesday (7), the day after Griffin and other officials were relieved of their duties, and the announcement was made that a nationwide reorganization is being planned. At press time, Gillmore couldn't be reached for comment, but it was learned that the wire was unanswered.

Local AGVA employees expressed displeasure over the Four A's move. They agreed that Griffin's removal from office might tend to bring a new unanimity of purpose between the national office and the locals, but couldn't see how much good could be accomplished by the Four A's taking over completely.

A member of the committee now in charge of AGVA said that he didn't have any idea of what the next move might be. Attempts to reach Tom Phillips, new "general organizer of AGVA" (new designation of Four A's until problem is fully hashed out) were unavailing. As to Griffin's plans, he said that he had "six propositions."

"Ice Follies" Sets Record

MINNEAPOLIS, April 11.—Shipstad-Johnson *Ice Follies* broke all attendance records for a Minneapolis ice show presentation when it attracted 94,801 paid admissions during a 16-day stand at the Arena here. The 1942 mark, for 16 performances, was up over the previous high point of 70,000 set in 1941 for 14 performances. This year's attendance figure indicated an increase of 300 persons per performance.

The estimated gross box-office figure is $130,000, as compared with $80,000 a year ago. Seat prices were $2.50 boxes; $2.20 rinkside; $1.65, $1.35 and $1.10 reserved.

Following completion of its 16-day schedule March 24, the cast presented a benefit show on Wednesday for the American Red Cross. At the conclusion of the extra performance a check for $5,194 was turned over to the Red Cross.

After the last show members of the cast scattered to their homes for a five-week vacation before returning May 1 for rehearsals for the new season, beginning May 7 in Seattle.

Rio Casinos Having Tough Time; Difficult To Bring in U. S. Acts

RIO DE JANEIRO, April 4.—With the regular season getting under way in April, operators of the Casinos are concerned about talent for the coming year.

Since the U. S. entrance into the war, transportation problems have become acute, steamer sailings have been reduced, and plane passage is sold out far in advance. Since December 8 talent importations from the States have dropped. From early December till March 15 only six acts arrived for playdates.

Copa brought in the Three Arnolds for January 3 opening, act having since returned to the States; Tenner and Swift, January 31 to March 19 (moving into Casino Ilha do Porchat, Santos, March 20), and Leni Lynn, flown down via Pan-Air plane, who opened March 3, and is in current show.

At the Casino Urca the Six Congeroo dancers (in current show) opened December 9; the Novak Sisters opened December 19 and have returned to New York; and Don, Dolores and Doros, March 13, in current show.

The Atlantico has booked no talent directly from the States, tho three U. S. attractions were set into Casino and came up from Buenos Aires. Rex Storey and Company (5), including Rose Lee, Fay Skeeter, Karila Kristian, and Fred Feld, pianist, opened February 21; June Marlowe, February 24, and Amila Winsette March 6, all in current show.

Luiz Carlos Weil, local agent, discovered two U. S. singers, Kenny Rinehart and Mary Thompson. Weil set Reinhart in out-of-town dates and then brought him into Copa. Miss Thompson will be brought into Rio later.

Copa, currently has a U. S. line (Madeline Cole, Mary Lou Graham, Billie and Betty Graham and Nadine Mitchell).

Bookers will draw heavily on the radio now. Urca has been the biggest buyer of national radio talent.

Talent from the U. S. has dominated the past year, while many acts were booked from the Argentine, Mexico, Cuba and Brazil. The Ray Ventura band, currently in Urca show, has been the only European booking this season, coming from Paris.

Philly Benefits Out on Pay Angle

PHILADELPHIA, April 11.—Plan of the musicians' and performers' unions, as well as agents, to promote a series of Sunday benefit shows at army camps is heading for the ash-heap.

Mayor Samuel, who is also head of the defense council, nixed the idea because it called for musicians and stagehands to get paid. It was planned to use the Academy of Music. Stagehands' union told Charles Borelli, head of the entertainment division, he would have to employ 12 stagehands at $18 a man.

Borelli, it is claimed, said all that was needed was a single man to raise and lower the curtain. But stagehands' union stood pat, further pointing out that since the musicians were to get paid, reportedly $8 a man, there was no reason why they should donate services.

Primary purpose of the division was to create camp employment for performers, since no USO funds had been forthcoming for such purposes. USO officials here countered that there was no need for local units, since so many name-headed casts were being booked into camps in this area.

Not Free French

PHILADELPHIA, April 11.—When Max Kalmer, one of the brothers operating Club Bali, saw the salary stipulation in the contract for Piff D'Orsay's engagement at his nitery starting Wednesday (8), he shrieked, "What do they mean by the Free French?"

Lucille & Eddie ROBERTS

MENTALISTS and MAGICAL MASTERS

STILL AT THE SATIRE ROOM

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(Routes are for current week when no dates are given)

A

Adreon, Emilie (Gaston's Monte Carlo) NYC, nc.
Alda, Bob (Rumba Casino) Chi, nc.
Allen, Burns & Cody (Paramount) NYC, t.
Alvarez, Anita (Copacabana) NYC, nc.
Ambassadorettes (Palace) Akron, O., 17-19, t; (Palace) Youngstown 20-23, t.
Andrews, Jerry (Glenn Rendezvous) Newport, Ky., nc.
Anthony, Allyn & Hodge (Park Central) NYC, h.
Arden's, Don, Revue (Glenn Rendezvous) Newport, Ky., nc.
Arnell, Amy (Essex House) NYC, h.
Ashburns, The (Rainbow Grill) NYC, nc.
Athos, Odette (Casino Russe) NYC, nc.
Atkinson, Betty (Riverside) Milwaukee, t.

B

Bailey, Mildred (Stanley) Pittsburgh, t.
Baker, Bonnie (Glenn Rendezvous) Newport, Ky., 3-17, nc.
Ballero, Marc (Earl Carroll's) Hollywood, cb.
Banks, Sadie (Old Roumanian) NYC, re.
Barbers and Dale (Glenn Rendezvous) Newport, Ky., nc.
Barcinska, Eva (Le Poissonnier) NYC, re.
Barnes, Harold (Fay's) Phila 13-15, t.
Barrie, Gracie (Strand) NYC, t.
Barrie & King (Gaston's Monte Carlo) NYC, nc.
Barry Sisters (Paramount) Toledo, O., t.
Barson Sisters (19th Hole) NYC, nc.
Bell, Dolly (Rumba Casino) Chi, nc.
Belmont Balladeers (Belmont-Plaza) NYC, h.

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Belmont, Bella (Stamp's) Phila, nc.
Belmont Bros. (Harry's) Bellefonte, Pa., nc.
Bergen, Jerry (365 Club) San Francisco, nc.
Bernie, Al (La Conga) NYC, nc.
Berry Bros. (Beverly Hills) Newport, Ky., cc.
Bigbe, Dorothy (Queen Mary) NYC, c.
Blackwell, Carlyle (Diamond Horseshoe) NYC, nc.
Blakstone, Nan (Talk of the Town) Peoria, Ill., nc.
Blanchard, Jerry (Queen Mary) NYC, c.
Blanka (Old Roumanian) NYC, c.
Blue, Ben (Slapsy Maxie's) Hollywood, nc.
Bond, Angie, Trio (Rogers Corner) NYC, nc.

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Bouvier, Yvonne (Pierre) NYC, h.
Bowers, John (Casanova) Detroit, nc.
Brandon, Joan (El Patio) Mexico City, nc.
Brown, Evans (Spencer) Marion, Ind., h.
Bruce, Carol (Copacabana) NYC, nc.
Bruce, Kaye & Linda (Colosimo's) Chi, nc.
Bryant, Betty (Pierre) NYC, h.
Burnell, Buster & Billy (Hurricane) NYC, nc.
Burns, Betty (Bismarck) Chi, h.

C

Callahan Sisters (Rice) Houston, Tex., 10-23, h.
Calvin, Henry (Music Hall) NYC, t.
Cappo, Joey (Rhumboogie) Hollywood, nc.
Carlisle Sisters (Queen Mary) NYC, re.
Carlos & Chita (Mayfair) Boston, nc.
Carney, Alan (Palace) Cleveland, t.
Casanova, Don (Havana-Madrid) NYC, nc.
Chang, Danny & Lee (Fay's) Providence 13-16, t.
Charles & Lee (Montrose) Cedar Rapids, Ia., h.
Chick & Lee (Colonial) Dayton, O., t.
Chords, Three (Capitol) Lynn, Mass., 13-15, t; (Capitol) Pawtucket, R. I., 17-18, t.
Christie, Ken, Choir (Palace) Cleveland, t.
Churchill, Savannah (Ubangi) NYC, nc.
Clark, Coleman (Jefferson) St. Louis 3-23, h.
Clark, John (Rainbow) Denver, nc.
Claudet, Marguerite (Iroquois Gardens) Louisville, nc.
Cole, King, Trio (Kelly's Stable) NYC, nc.
Collette & Barry (George Washington) Jacksonville, Fla., 13-27, h.
Collins & Petersen (Oriental) Chi, t.
Colstons, The (Glenn Rendezvous) Newport, Ky., nc.
Columbus, Charles (St. Moritz) NYC, h.
Condos Bros. (Stanley) Pittsburgh, t.
Connor, Ellen (Congress) Chi, h.
Cooper, Jerry (Club Ball) Phila, nc.
Covarro, Nico (Bal Tabarin) NYC, nc.
Cox, Wilma (Versailles) NYC, nc.
Crane, Ford (Queen Mary) NYC, c.
Crawford, Patti (18 Club) NYC, nc.
Cross, Chris (Paramount) Toledo, O., t.
Cummings, Don (Versailles) NYC, nc.
Curtis & Claire (Beverly Hills) Newport, Ky., cc.

D

Dacita (Rainbow Room) NYC, nc.
Dailey, Bill (Ubangi) NYC, nc.
Dare, Yvette (Bowery) Detroit, nc.
Davis, Eddie (Leon & Eddie's) NYC, nc.
Dawn, Alice (Hurricane) NYC, nc.
Day, Nola (Iceland) NYC, re.
Dean, Carol (Leon & Eddie's) NYC, nc.
Debonairs, The (Earl Carroll's) Hollywood, cb.
Delahanty Sisters (Rialto) Louisville 13-18, nc.
Dell, Lilyan (Bill Bertolotti's) NYC, nc.
DeMarco, Isobel (Teddy's L'Aiglon) Chi, nc.
De Simone, Cheena Dancers (Leon & Eddie's) NYC, nc.
Devereaux, Jeanne (Music Hall) NYC, t.
De Wolfe, Billy (Rainbow Room) NYC, nc.
Dick, Don & Dinah (Earle) Washington, t.
Di Flavio, Don (Stevens) Chi, h.
D'Orsay, Fifi (Ball) Phila, nc.
Dolphin, Chester, & Co. (Earle) Washington, t.
Dombey, Ken (Puritan Springs Park Rink) Cleveland, p.
Derris, Joe (Hofbrau) Lawrence, Mass., nc.

(For Orchestra Routes, Turn to Music Department)

A TRADE SERVICE FEATURE of The Billboard

Acts-Units-Attractions Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATIONS OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—roadhouse; re—restaurant; s—showboat; t—theater. NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Douglas, Roy (Lincoln) Brooklyn, nc.
D'Rey, Phil, & Co. (Lake) Springfield, Ill., nc.
Draper, Paul (Waldorf-Astoria) NYC, h.
Duke, Al (Airway) Cleveland, c.
Dumont, Marie (Crisis) NYC, nc.
Dunbar, Dixie (RKO-Keith) Boston, t.
Dunedin, Myrtle (Tic Toc) Montreal, nc.
Durante, Jimmy (Stanley) Pittsburgh, t.
Dyer-Bennett, Richard (Village Vanguard) NYC, nc.

E

Elliott, Leonard (Pierre) NYC, h.
Estelita (Chez Paree) Chi, nc.
Esquires, Twelve (Roxy) NYC, t.
Eustis, Edwina (Music Hall) NYC, t.
Everett & Conway (Amato's) Astoria, Ore., nc.

F

Falkenberg, Jinx (Chicago) Chi, t.
Farrell, Jack (5 o'Clock) Miami Beach 6-15, nc.
Fay & Gordon (Hurricane) NYC, nc.
Faye, Frances (Club Charles) Baltimore, nc.
Faye & Wellington (Netherland Plaza) Cincinnati 3-16, h.
Fern, Pearl, & Eddie (Roosevelt) Gallitzin, Pa., h; (La Conga) Erie 20-25, nc.
Ferris, Tommy (Singapore) Chi, c.
Fisher's, Bob, Fearless Flyers (Police Circus) St. Louis 13-29.
Flowerton, Consuelo (Ben Marden's Riviera) Fort Lee, N. J., nc.
Fontana, Georges (Diamond Horseshoe) NYC, nc.
Ford, Don & Jane (Oriental) Chi, t.
Foster, Ruth (Rumba Casino) Chi, nc.
Franconi, Terri (St. Moritz) NYC, h.
Frank, Larry (Olympic) Seattle, h.
Franklin, Cass (Fifth Ave.) NYC, h.
Franklin, Hazel (Biltmore) NYC, h.
Fresborn, Max, Trio (Edgewood) St. Joseph, Mo., nc; (Polly) Kansas City 17-23, t.
French, Eleanor (Rainbow Room) NYC, nc.
Frommer, Ben (It) Hollywood, c.
Fun For Your Money (Rumba Casino) Chi, nc.

G

Gale, Alan (Hurricane) NYC, nc.
Gardner, Helena, & Co. (Colonial) Dayton, O., t.
Garfield, John (Strand) NYC, t.
Garwood, Jessica (Casanova) Detroit, nc.
Gilbert, Billy (State) NYC, t.
Gill Gill (La Conga) NYC, nc.
Gleason, Jimmie (Slapsy Maxie's) Hollywood, nc.
Golden Fair (Modjeska) Augusta, Ga., 16-18, t; (Capitol) Chattanooga, Tenn., 19-21, t; (Carolina) Columbia, S. C., 23, t.

GRANT FAMILY
GEO. HAMID'S FAIRS 1942-3
Direction—MAX TISHMAN, 1619 Broadway, N. Y.

Gower & Jeanne (Palmer House) Chi, h.
Grant, Rosalie (Essex House) NYC, h.
Green, Al (Swing Club) NYC, nc.
Green, Jackie (Harry's New Yorker) Chi, nc.
Grey, Carolyn (New Yorker) NYC, h.

H

Hager, Clyde (Diamond Horseshoe) NYC, nc.
Hamory, Ernest (McAlpin) NYC, h.
Hannon, Bob (Roxy) NYC, t.
Harmon, Ginger (Rumba Casino) Chi, nc.
Harmonists, Three (Earle) Washington, t.
Harry, Prince & Clark (Helsing's Vodvil Lounge) Chi, c.
Hart, Gloria (Riverside) Milwaukee, t.
Haviland, Dick (Corktown Tavern) Detroit, nc.
Hawaii Calls Unit (Oriental) Chi, t.
Haywood, Billy, & Cliff Allen (Cerutti's) NYC, nc.
Hayworth, SeaBee, Revue (Carolina) Wilson, N. C., 15, t; (Academy) Lynchburg, Va., 16-18, t.
Hazard, Hap (Oriental) Chi, t.
Hensley Jack & Bob (Biltmore) NYC, h.
Heath, Bobby (Sawdust Trail) NYC, nc.
Hildegarde (Savoy-Plaza) NYC, h.
Hoffman, Lew (Palmer House) Chi, h.
Hollenbeck, Dr. (Orpheum) Sioux Falls, S. D., t.
Honnart, Johnny (Embassy) Miami Beach, Fla., h.
Howard, Bunny (Park Central) NYC, h.
Howard, Guy (Ben Marden's Riviera) Fort Lee, N. J., nc.
Hudson Wonders (Oriental) Chi, t.
Humes, Helen (Famous Door) NYC, nc.
Hunter, Tookie (Kelly's Stable) NYC, nc.

I

Ink Spots (Chicago) Chi, t; (Buffalo) Buffalo 17-23, t.

J

Jansleys, The (Chicago) Chi, t.
Jason, Bobbe (Old Roumanian) NYC, re.
Jason, Great (Red Horse) Steubenville, O., nc.

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Jean, Jack & Judy (Palace) Cleveland, t.
Jeanne, Myra (Hollywood) Toledo, O., nc; (Continental) Chesapeake 26-May 2.
Jericho, Helen (Stamp's) Phila, nc.
Joe & Geraldine (Bal Tabarin) San Francisco, nc.

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JOLLY JOYCE
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Johnny & George (19th Hole) NYC, nc.
Johnson, Judith (Texas) Cleveland, Tex., 13-17, t.
Johnson, Lucille (Belmont-Plaza) NYC, h.
Johnson, May (Ubangi) NYC, nc.

K

Karson, Maria, Quartet (Graver) Fargo, N. D., h.
Kent, Larry (Sky Way) Jacksonville, Fla., nc.
King, Charles (Diamond Horseshoe) NYC, nc.
King, Patricia (Versailles) NYC, nc.
Knight, Eleanore (Palmer House) Chi, h.
Kuznetzoff, Adia (Russian Kretchma) NYC, nc.

L

Lambertie, Prof. (Florentine Gardens) Hollywood, cb.
Lane Bros. (Buffalo) Buffalo, t.
Lane, Harriet (La Conga) NYC, nc.
Lang & Lee (Colonial) Detroit, t.
Lanyard, Janet (Hanger's) New Bedford, Mass., nc.
Lazaroff, Vladimar (Russian Kretchma) NYC, nc.
Lee, Stuart (Biltmore) Providence, R. I., h.
Leslie, Frances (Gaston's Monte Carlo) NYC, nc.
Lester, Jerry (Strand) NYC, t.
Lester, Ted (Glenn Rendezvous) Newport, Ky., nc.
Lewis, Ralph (Queen's Terrace) Woodside, L. I., N. Y., nc.
Lind, Della (Diamond Horseshoe) NYC, nc.
Little Tough Guys (RKO-Keith) Boston, t.
Logan, Ella (Pierre) NYC, h.
Long, Barbara (Leon & Eddie's) NYC, nc.
Lopez, Don, & Maxine Barrat (Copacabana) NYC, nc.
Lord, Cecil (51 Club) NYC, nc.
Loring, Lucille (Town Tavern) Rockford, Ill., nc.
Lorna & Mario (Cafe Bagatelle) NYC, nc.
Lowe, Hite & Stanley (Roxy) NYC, t.
Lowe, Ruth (Sheraton) NYC, h.
Lucas, Nick (100) Des Moines, Ia., nc.
Lucero, Norma (Russian Kretchma) NYC, nc.
Lull, Dorothy (Venice) Phila, c.
Lux, Dora (Rumba Casino) Chi, nc.

Advance Bookings

FOUR INK SPOTS: Buffalo, Buffalo, 17-23; Plymouth, Worcester, Mass., 27-29; Metropolitan, Boston, 30-May 6; Poli's, Waterbury, Conn., 7-8; Paramount, New Britain, Conn., 9; Paramount, Holyoke, Mass., 10; Paramount, Poughkeepsie, N. Y., 12.

DICK JURGENS, Hibbert, Bird and LaRue, Lane Brothers, Dorese Midgeley: Riverside, Milwaukee, April 24 week.

JAN GARBER, Joe and Jane McKenna, Alice Kavan and Wilfred DuBois: Tower, Kansas City, Mo., April 24 week.

WHITSON BROTHERS: Oriental, Chicago, May 1 week.

MAYSY AND BRACH, Pops and Louis and Wesson Brothers, with Gene Krupa's band: Capitol, Toledo, April 24 week; Chicago, Chicago, May 1 week; Shea's, Buffalo, May 8 week.

Lynn, Ginger (Famous Door) NYC, nc.
Lys, Lya (Harry's New Yorker) Chi, nc.

M

McBride, Owen (Music Hall) NYC, t.
McCabe, Sara Ann (Plaza) NYC, h.
McKays, The (Blackhawk) Chi, nc.
McKim, Mae (Price's) Brooklyn, nc.
McLaughlin, Andy (Gay '90s) Brooklyn, nc.
McNellis, Maggi (Armando's) NYC, nc.
Mack, Johnny (Commodore) NYC, h.
Maison, Gil (Music Hall) NYC, t.
Mangean Sisters (Diamond Horseshoe) NYC, nc.
Manners, Gloria (Greenwich Village Inn) NYC, nc.
Mario & Floria (Roxy) NYC, t.
Markoff, Gypsy (Lake Shore Drive) Chi, h.
Marlowe, Don (Seaview Inn) Beverly, Mass., nc.
Marten, Guy, Sextette (Gaston's Monte Carlo) NYC, nc.
Marten Bros. & Payne (Rumba Casino) Chi, nc.
Martet & Delita (Riverside) Milwaukee, t.
Martin, Frenchy (Famous Door) NYC, nc.
Mata & Hari (Chez Paree) Chi, nc.
Matvienko, Dmitri (Casino Russe) NYC, nc.
Maurice & Maryea (Netherland Plaza) Cincinnati, h.
Maysy & Brach (Orpheum) Minneapolis, t.
Mazzone & Abbott (State) NYC, t.
Meadows, Frankie (Swing Club) NYC, nc.
Meyer, Mabel (Jimmy Daniel's) NYC, nc.
Miles, Jackie (Chez Paree) Chi, nc.
Miller, Marion (606) Chi, nc.
Miller, Susan (State) NYC, t.
Mills Bros. (Trocadero) Henderson, Ky., nc.
Moffett, Adelaide (Ben Marden's Riviera) Fort Lee, N. J., nc.
Monroe Bros. (State) NYC, t.
Montoya, Carlos (Havana-Madrid) NYC, nc.
Morgan, Grace (New Yorker) NYC, h.
Moro & Chita (Belmont-Plaza) NYC, h.
Murphy Sisters (Chez Paree) Chi, nc.
Murray, Jean (Hickory House) NYC, nc.
Murray, Wynn (Hurricane) NYC, nc.
Myrus (Pierre) NYC, h.

N

Nadia & Sasha (Casino Russe) NYC, nc.
Nagrin, Daniel (Rainbow Room) NYC, nc.
Na Pua (Lexington) NYC, h.
Naldi, Nita (Diamond Horseshoe) NYC, nc.
Nathane Bros. (Leon & Eddie's) NYC, nc.
Nazarro, Cliff (RKO-Keith) Boston, t.
Nevada, Vicki (Hollenden) Cleveland, h.
Newton, Peggy (La Martinique) NYC, nc.
Norelle & Nolla (Chez Maurice) Montreal, Can., 6-18, nc.

O

Ody, Mel (Bismarck) Chi, h.
Olsen, Ralph, & Lyn Shirley (Versailles) NYC, nc.

P

Parker, Lew (Chicago) Chi, t.
Parker, Ray (Park Central) NYC, h.
Patriots, Three (George Washington) NYC, h.
Paulson, Lehua (Lexington) NYC, h.
Payne, Frank (Rice) Houston, Tex., h.
Peaches Sky Revue (Olympia Circus, Stadium) Chi 17-May 3.
Pierce & Roland (Bismarck) Chi, h.
Pincus, Bobby (Rumba Casino) Chi, nc.
Poliakova, Nastia (Russian Kretchma) NYC, nc.
Pops & Louie (Orpheum) Minneapolis, t.
Powers, Marion (Famous Door) NYC, nc.

R

Ray, James (Palmer House) Chi, h.
Raye, Martha, & Co. (Colonial) Dayton, O., t.
Raye, Mary & Naldi (La Martinique) NYC, nc.
Reed, Billy (Slapsy Maxie's) Hollywood, nc.
Regan, Paul (Paramount) NYC, t.
Ricardo, Don & Marion (Iceland) NYC, re.
Ringo & Harris (Cora & Irene's) NYC, nc.
Rios, Rosita (Havana-Madrid) NYC, nc.
Robbins, Archie (La Martinique) NYC, nc.
Robbins, June (Palmer House) Chi, h.
Roberts, Lucille & Eddie (Fenagata) Boston, h.
Roberts, Whitey (Latin Quarter) Boston, nc.
Robinson, Al (Village Barn) NYC, nc.
Robinson, Gil (Tower) Kansas City, Mo., t.
Robinson & Martin Dancers (Leon & Eddie's) NYC, nc.
Rogers, Roy, Trio (Cafe Sutton) NYC, c.
Rolando (Havana-Madrid) NYC, nc.
Rollet & Dorothea (Bal Tabarin) San Francisco, nc.
Romero & Rosita (Don Julio's) NYC, nc.
Ross, Stan (La Martinique) NYC, nc.
Roxyettes (Earle) Washington, t.

S

Sablon, Jean (Chez Paree) Chi, nc.
Salmmuck, Tony, Trio (Glenn Rendezvous) Newport, Ky., nc.

(See ROUTES on page 54)

ICE SHOWS ON TOUR

Franey's, Dot, Star-Spangled Ice Revue (New Kenmore Hotel) Albany, N. Y., until May 1.
Lamb-Yocum Ice Parade of 1942 (Boulevard Inn) Elmhurst, L. I., N. Y.
Victor's, Art, Ice Parade of 1942 (Hotel Adolphus) Dallas.

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given)

Angel Street (Harris) Chi.
Arsenic and Old Lace (Hanna) Cleveland.
Barrymore, Ethel, in Corn Is Green (Cass) Detroit.
Blithe Spirit (Selwyn) Chi.
Blossom Time (Walnut) Phila.
Claudia (Ford) Baltimore.
Claudia (City Auditorium) Beaumont, Tex., 15; (Municipal Aud.) Shreveport, La., 16; (Municipal Aud.) New Orleans 17-18.
Evans, Maurice, in Macbeth (English) Indianapolis 13-15; (Taft Aud.) Cincinnati 16-18.
Hellzapoppin (National) Washington.
Hellzapoppin (Majestic) Boston.
Hepburn, Katharine, in Without Love (Colonial) Boston.
Hi Kickers (Shubert) Boston.
Hayes, Helen, in Candle in the Wind (Temple) Birmingham, Ala., 15; (Ryman Aud.) Nashville, Tenn., 16; (Auditorium) Memphis 17-18.
My Sister Eileen (Locust St.) Phila.
My Sister Eileen (Curran) San Francisco.
Panama Hattie (Forrest) Phila.
Watch on the Rhine (Nixon) Pittsburgh.

Magic

By BILL SACHS

A HERD of bunnies and their masters made Atlantic City mystery minded over the recent Easter holiday season. Beach-front and side-avenue hotels alike were given over to the wand-wielders for the entertainment of the guests. Neff and Company led the parade with an engagement at Chalfonte-Haddon Hall March 28, with Loring Campbell moving into the same spot the week-end of April 4. Ray Sheets and Company were at Haddon Easter Monday (6), followed Wednesday (8) by Klamet the Mystic. On the same date Tom Osborne played the Morton Hotel, and Ray Cox was at the Dennis April 6. Thus the resort visitors got an excellent dose of what's good for them from a half dozen guys who know how to hand it out. . . . WALTER S. FOGG, secretary-treasurer of the Philadelphia Assembly, Society of American Magicians, in Atlantic City on a shopping tour over the Easter week-end, enjoyed a visit with the magic lads mentioned above. . . . GEORGE BAIL, with the road crew of the Keller show many season ago and later stage manager for the original Great LaPayette, is now special investigator with the Uniontown (Pa.) Police Department. He visited Marquis the Magician backstage at the Penn Theater there March 31 and regaled the latter with tales of the road of 40 years ago. . . . DRIVING THRU Cambridge, O., last week, Marquis spied a large packing box in front of the courthouse bearing the sign: "Birch the Magician aided a worthy cause by getting out of this box. You can aid a worthy cause by placing in it your contributions to the Red Cross." . . . WE AREN'T getting enough news from the correspondents with Birch, Virgil, Blackstone, the Great Lester and some of the other larger professional magic companies still on tour. How about a little co-operation, boys? . . . IN ANSWER to our recent request here for magic dealers' catalogs, Ed's Magic Shop, Philadelphia, comes thru with its latest catalog containing a vast assortment of small tricks and novelties. . . . EL DORADO THE MAGICIAN and his Variety Show, now in Indiana territory, will move under canvas in two weeks to play three-night stands. In the roster, besides El Dorado, are Jeanne Arden, Sue Christie, Jeanne Tyner, Johnny Wattles' orchestra, Monte Jones, Bob Hood, Larry McKee, Johnny Pelgen, Carolyn Toye, John Woods, and Robert Stone, emcee.

* * *

F. S. NAUGLE, president of the Fort Worth Magic Club, drops a note to remind that the 17th Annual Convention of the International Brotherhood of Magicians and the conclave of the International Brotherhood of Ventriloquists will be held at Hotel Texas there June 16 to 19. Naugle says the Texas lads are working hard to give the combined affair an entirely new setting, one of the promised features being a real Western party to which all visitors will be welcome. He says that it'll be a party such as magic has never known, one that will do much to bring magic to the Southwest and give a taste of the Southwest to magicians. . . . CHARLES L. ROBB JR., who before joining the Air Corps worked along the West Coast as Nick Nack with his vent and juggling, is now located at Sheppard Field, Tex. He is anxious to hear from his magic friends. "I'm quite lucky to be permanently located here," writes Robb, "as one of the finest characters in magic, Ralph DeShong, resides here and has been more than fine to the boys at the field who are interested in magic. Leroy Neal (El Roy the Magician) and Dick Clarke (Clarke the Magician) are also located here permanently. I'm just two blocks from another juggler, Bill King, who worked around Chicago and on the West Coast for Bert Levey quite a bit. We're working up a double juggling routine at present." . . . TWO 10-YEAR-OLD LADS stole backstage of a Lancaster, Pa., theater during Blackstone's recent engagement there in order, according to their own explanation, to discover how the master rabbit-hider does his tricks. After knocking over several of Blackstone's cages, freeing some of his livestock, the boys made off with a few of Blackstone's belongings, including a prized magic wand. The boys explained to the police that they threw the wand away when they found "it was a fake." . . . HARRY A. TUNKS, vent and magician, now attached with the Army Air Corps at Duncan Field, Tex., as warrant officer, was a feature of the All-Duncan Field Revue staged at the South San Antonio USO Club April 4.

BARGAINS

3-Inch Sucker Die Box, $3.50; Mail Bag Bars, $4.00—with Bag, $12.00; Strait Jacket Escape, $12.00; Keys for Handcuffs, 50c each; Billiard Balls, $1.00; Wand Card Box, 75c; Large Mirror Glass, $1.00; Rising Card Trick with Booklet, $1.00. Catalogue and 5 Scripts, 25c.
OAKS MAGICAL CO., 431 N. Clark, Chicago, Ill.

Capital Full of Magi

WASHINGTON, April 11. — Night club regulars currently gagging: "Town now has almost as many professional magicians as it has political sleight-of-handers."

Six magicians and mystics are appearing at various clubs and restaurants: Dr. Giovanni at Helen Hamilton's Troika, Keith Clark at the Shoreham Blue Room, Sid Golden at Paul Young's Rosemary Room, Dr. Rolf Passer at Herb Sachs's Del Rio, Marlow at the Mayfair, and Curt Allen at Kavakos' Grill.

4 Band Units Set For Midwest Vaude

CHICAGO, April 11.—MCA here has set four band units for theater dates in the Midwest and Texas. Gene Krupa is set until next month and carries three acts, Mayay and Brach, Wesson Brothers and the Albins. Ted Fio Rito, working Texas, has Carroll and Howe and the Hollywood Co-Eds.

Dick Jurgens, who is closing at the Aragon Ballroom here tomorrow, will have a unit including Hibbert, Bird and LaRue; Lane Brothers and Doreen Midgeley. Jan Garber's band is augmented by Joe and Jane McKenna, Alice Kavan and Wilfred DuBois. During his May 1 week at the Oriental here he will have the Whitson Brothers, Jack Marshall and Miss Kavan.

Minneapolis Burly Slumps

MINNEAPOLIS, April 11.—Playing a return engagement at the Alvin, Jessica Rogers had tough sledding because of Holy Week and drew a meager $3,700 at the box office. Lena Bari, also returning, closed the house with a half week, Friday thru Sunday (5).

The L. T. Lewis-Dave Gilman stock burlesque at the Gayety hit a weak $1,600 for week ended April 2.

20 Century, Buff, Sets Names to June

BUFFALO, April 11.—The 20th Century Theater's new policy calls for a name band and name acts every week until summer. Robert T. Murphy, general manager of Century, has set attractions up to June 5 week. Since Murphy took over the house last fall it has had policy of house-band plus featured acts, then spot name vaude, and now names regularly. Big publicity campaign is in progress.

Rival vaudefilm house, the Buffalo, has presented vaude, name bands and name acts, only at irregular intervals. Currently Buffalo offers Alvino Rey and King Sisters, countered by Century with Carl Ruff and John Boles. April 17 Century has Lou Breese and Gertrude Nelson plus Johnny Burke and Little Tough Guys; April 24 will star Benny Goodman unit; May 1, Jimmy Durante and Red Norvo's band with Mildred Bailey; May 8, Chico Marx and band and Loraine and Rognan; April 15, Charlie Barnet ork, Four Franks, Kim Loo Sisters. May 22 and 29 weeks, Century has set *Magnificent Ambersons*, new Orson Wells film, which may be strong enough to do without vaude. June 5 week has Jimmy Dorsey band, which played competing Buffalo last fall to a record take. Century is using stand-by band of 10 men, including leader, with this policy.

Sammy Yellen was drafted this week. He was doing much administrative work at Century, and extra duties now fall to Murphy, Max Yellen, and assistant manager Clarence Williams.

SF Burly Raid

SAN FRANCISCO, April 11.—Police cracked down on the President Follies, burly house, Saturday at the midnight show and took into custody Manager Eddie Skolak; Olive Fuller, producer, and Evelyn Schwarobak, dancer, on charges of conducting an indecent show. All were released on bail shortly after their arrest.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

HONEY BEE KELLAR (Mrs. Charles Yormack) back from a trip to the Coast and Miami Beach, following a lengthy stay at the 606 Club, Chicago. . . . PAL BRANDEAUX, producer, quit Carroll's nitery, Philadelphia, last week. Replacing him is his chorus captain, Eloise Mack, wife of Johnnie Mack, tap dancer, who just concluded six weeks at the Hotel Commodore. . . . RITA ZANE, new stripper from night clubs in Cleveland and Buffalo, has joined a Hirst unit. Here last seven years ago. . . . HARRY LEBOWITZ, whose dad operated the Embassy, Rochester, N. Y., is now at Fort Bragg, N. C., where he is putting on shows and would like bits and blackouts from comics who worked for him. . . . PAULA NORTON opened a Pinto's nitery, Greenwich Village, last week.

* * *

GEORGE LEWIS, comic, and Jack Coyle, straight, on the Hirst wheel, being considered for the next *Priorities*, recommended to H. Lederer, of the International Theater Corporation, by Frank Belmont, Philadelphia booker. . . . SARAH HYATT, once a prim on the big wheels, is now a comedienne in town. . . . PALMER COTE has replaced Russell Trent in the Western Circuit show, booked by Milt Schuster, that opened at the Follies, Kansas City, Mo., April 3. . . . MARY MILES, dancer, has replaced Morvone and Gallos in the Rowland-Lewis show on the Hirst Circuit, with latter team transferred to the Bryan-Savoy unit. . . . RUDY VAN GELDER, drummer in the Hudson, Union City, N. J., ork, anticipating a commission as bandmaster in the army.

PADDY CLIFF, singer, forced to leave the Bowery nitery, Detroit, to attend a seriously ill brother, Dan, here. . . . AMECHE LEWIS, suffering loss of four yanked teeth, was unable to finish at the Hudson, Union City, N. J. . . . SANDY KURTZ, musical director of the Lyric, Allentown, Pa., and Dottie Kurtz, show girl, were tendered a surprise party on their 12th wedding anniversary March 20 at the American Hotel, Allentown, by Manny and George Davis, house manager and stage manager, respectively, of the Lyric. . . . SID (GUIPPY) FIELDS, ex-burly straight man, later on the writing staffs of Eddie Cantor and Fred Allen, is teamed with Red Buttons, comic, in a vaude act, *We're Still Laughing*. . . . BOB BURCH, another ex-burly straight man, is now at Virginia Beach, Va., associated with his former boss, Frank D. Shean, who was director of amusements at the World's Fair here. Shean has taken over Seaside Park on the Beach and placed Bob in charge of the ballroom, opening May 29. *UNO.*

* * *

LOS ANGELES:

PEANUTS BOHN replaces Harry Meyers as comic at the Follies. . . . BETTY ROWLAND is in her 12th week and is still going strong. . . . HERBIE Barrie, comic, has been held over at the Follies. . . . BILLY (BOOB) REED has left the Follies after three years as comic and is now at Slapsy Maxie's in Hollywood. . . . ELAINE NELSON is stripper at the Follies, having followed Joan Faye. . . . MILTON STEIN, Follies press agent, now p. a.'s Chez Bohème.

* * *

PHILADELPHIA:

HARRY LEVAN and Letty Bolles, after a Hirst tour, team for theater dates, breaking in at Fay's here. . . . BOOB McMANUS on the sick list. . . . DONNA DARNELL in town after a long run at the Ritz Club, Columbus, O. . . . GALE ARDEN at the Smart Spot, Haddonfield, N. J. . . . RENEE DUBOIS at Kallner's Little Rathskeller. . . . AMY FONG made a last-minute substitution for June Carroll at the Troc the week ended April 11.

Put the Heat on Philly Strips; Fay's Drops 'Em

PHILADELPHIA, April 11.—Following police raids last week, heat is on hotter than ever against strippers. Of the three spots raided, only the Troc, regular burly house, is continuing strips—but gals might as well be wearing red flannel underwear. The cover-up has had a devastating effect on the box office. Troc business has dropped off at least one-third. Moreover, house is refusing admission to teen-age kids.

Fay's, vaude house using burly strips for the lead, is back to vaude. Margie Hart, Rosita Royce and Hindu Wassau, set for a week apiece, have been checked out. Instead, house is using a descriptive tag for the house-produced revues. Current show is billed as *Slums of Paris*, with only modified leg work decorating the newspaper advertisements. Business has dropped off considerably, it was reported, but house figures it can hold its own the next few weeks. Always darkens for the summer.

Carroll's Cafe has also dropped strips. Donna Darnell, set to open Monday (6), was canceled. Hearing against Carroll's Tuesday (7) resulted in operator Stanley Carroll being freed by Magistrate O'Malley of a charge of promoting an indecent show when he explained that Dixie Sullivan, arrested in the nitery raid, "danced from Coast to Coast, giving 1,100 performances, and was never in trouble before." Carroll also pointed out that his position was different from that of a theater manager, because minors do not frequent niteries. However, the district attorney's office went after him with a bench warrant, and when he was brought before Judge Vincent A. Carroll (no relation), he was held for grand jury in $3,000 bail on the "indecency" charges. Miss Sullivan was continued in $2,500 bail. Hearing before Judge Carroll was held after release by the magistrate on the same charge.

More People Ride Busses; Club Changes Advertising

WASHINGTON, April 11.—Placement of double-size cards in local buses and street cars by The Lotus, Chinese cabaret, is first time public transits have been used as a medium by Washington restaurant or supper club. Cards are aimed at huge newcomer trade, as well as at tire-saving automobile owners who are now starting to ride buses and street cars.

One-year contract placed by cabaret may be canceled at the end of any three-month period. Cards have been out three weeks. Washington buses and street cars now hauling 1,000,000 rides a day.

Alvin, Minneapolis, Folds

MINNEAPOLIS, April 11. — Harry Hirsch and Harry Kate closed the Alvin burly house April 5 following a 15-week season.

The house was opened late in the season after it had been rebuilt following a fire.

With the closing of the Alvin the L. T. Lewis and Dave Gilman Gayety is the only local burlesque house.

AGVA Signs Delaneys

MINNEAPOLIS, April 11.—Twin City Local 3 of the American Guild of Variety Artists has signed Delaney's Cafe and Bar, loop nitery. Contract calls for a basic pay of $27.50 for principals.

McNALLY'S BULLETIN No. 21
PRICE ONE DOLLAR

For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club Revues, Radio and Dance Band, Entertainers. Contains:

15 Monologues, 8 Acts for Two Males, 7 Acts for Male and Female, 30 Parodies, Ventriloquist Act, Female Act, Trio, Quartet and Dance Specialty, Tab and Burlesque, 16 Minstrel First-Parts, Overtures and Finale, 48 Minstrel Blackouts, Review Scenes, Dance Band Stunts. Hundreds of Jokes and Gags. Remember McNALLY'S BULLETIN No. 21 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 15, 16, 17 and 21 for $4.00, with money-back Guarantee.

WM. McNALLY
81 East 125th Street, New York

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Vaudeville Reviews

Strand, New York

(Reviewed Friday Afternoon, April 10)

A double helping of John Garfield is the main course here. Star does a personal, and also emotes in the feature pic, *Dangerously They Live*, a war melter which ought to please. Show is a good one, with few weak moments, a real romantic hypo in the person of Garfield, plenty of laughs from Jerry Lester, and a musical surprise from Dick Stabile ork, with Gracie Barrie on vocals.

Garfield is last on, opening with his piano scene from *Four Daughters*, in which, as the unfortunate Mickey Borden, he bemoans his fate. Comes down front for a couple of stories and then into a harum-scarum session with Jerry Lester and Gracie Barrie, in which Garfield shows Lester how he should make love to Miss Barrie. Naturally, Lester muffs, so Garfield gives the females a break by taking over himself. Registers better than most screen actors do on a p. a., getting plenty of help from Lester, who keeps him at ease. Scores with a bang, especially with the fems.

Lester, in addition, does a lengthy screwball turn, getting plenty of laughs with his zany imitations and songs. Goes a bit vulgar once in a while, but the people loved it, and howled for more.

Stabile ork (five brass, four rhythm, and five reed, including leader on alto sax) does a fine job. Has plenty of swing-kick in it and arrangements are good. Stabile does plenty of solo work, and his super-syrupy horn goes big. Band does *A String of Pearls*, *Lady Be Good*, *All the Things You Are*, and *Jersey Bounce*.

Gracie Barrie (Mrs. Stabile) scored a tremendous hit with her shrewd chirping of *I've Got To Get Hot*.

Also did *Somebody Else Is Taking My Place* and *I Don' Want To Walk Without You*, and had to beg off. Was very severely dressed this show, and had trouble breaking audience down, but the *Get Hot* number did it, and how.

Miriam Lavelle, a good acro dancer, twinkled thru a brief and lively turn, getting a fine hand. Is far more graceful than most acro dancers, and makes a chic appearance.

The Vocatones, six boys and eight girls, trot out some good harmony on *Chattanooga Choo Choo*, *White Cliffs of Dover*, *On Revival Day* and *Hallelujah*. Slight tendency to over-arrange is noticed, but voices blend well, and audience was visibly impressed. If some of the kids did less mugging, act would be helped.

Well-filled house second show opening day. *Dick Carter.*

Chicago, Chicago

(Reviewed Friday Afternoon, April 10)

House is banking on two attractions this week for a better-than-average gross—the Four Ink Spots, always big here, and Jinx Falkenburg, the model-turned-entertainer who is making her first appearance in this theater. Lew Parker, the Jansleys, Red Hodgson, and a Dorothy Hild line of 10 girls augment the entertaining presentation.

Lew Parker makes a capable emcee and a good comic. His strong voice and clean personality are dominant factors in his act and has little trouble garnering attention even when the gags and stories are not always new. He stoogts in the Jansleys' comedy acrobatic turn and holsters Miss Falkenburg's specialty to a point where she can come back for a couple of bows. On early, Miss Falkenburg is a beautiful sight to see. She works with Parker and has fine stage presence. Following a gag interview, she bows out with a song, while Lew, aside, tears her apart with pantomimic gestures.

The Jansleys (four men) follow the opening line number with their polished Risley turn, using a couple of pedestals for the execution of some flashy acro tricks. Comedy angle is used thruout.

The Four Ink Spots close the bill. This is one of the fastest repeats on record here, having played New Year's week. Their ballads and rhythm tunes are still distinctively styled and tailored to suit the tastes of a modern audience. The comedy antics of the act's focal member improve with age.

The girls open with a toreador dance, outfitted in gay regalia, and return midway with a light blossom-garden routine featuring Red Hodgson in a comedy version of *Don't Sit Under the Apple Tree*.

Lou Adrian's pit band moved on the stage this week, honoring the acts with deft show music. Screen has Warner's *The Male Animal*. Biz good opening afternoon. *Sam Honigberg.*

State, New York

(Reviewed Thursday Evening, April 9)

This week's bill is a compact affair running an even hour, with most of the time spent to good advantage. Biz is on the phenomenal side, Easter Week, strength of pic, *The Invader*, and general stageshow lure contributing to healthy b.-o. takes. Billy Gilbert tops the vaude.

Monroe Brothers, a lively opener with their comedy trampoline work, provide a sendoff, momentum of which lasts for the duration. Theirs is a fine blend of hoke comedy and passable tricks on the trampoline. Gags come off nicely.

Senor Wences provides exceptionally strong ventriloquy and juggling, smartly presented and executed in a superior vein. Trick of sustaining four voice characters simultaneously, along with the generally excellent caliber of his act, made a terrific impression here.

Troy has Al Seigel at the piano and his new find, Susan Miller, who appears destined to follow successfully her predecessors. Miss Miller is undoubtedly a looker with versatile pipes that do justice to a wide variety of songs. But, like other Seigel gals, she has a mechanical set of gestures and overarranged songs. She'll be really solid when she discards her dramatic effects for melody. As it was, she did nicely with five numbers, including an unearned encore.

Billy Gilbert, with Mrs. Gilbert folling, uses old hard-working burlesque tactics in getting his culinary discourse across along with his anceeing stint. It's good hoke and makes for fine applause production. Encored with a straight rendition of *The Sheik*, which he did in *Tin Pan Alley*.

Mazzone-Abbott dancers (four femmes and two men) offer their hard-hitting apache act with attendant mayhem and furniture wrecking. All parties take a large amount of punishment. A sure applause getter. Act carries its own scenery, a corny Parisian cellar holto. Is generally well dressed except coiffures of the blondes, whose parts were of somewhat different hue than the rest of their tresses. *Joe Cohen.*

Palace, Canton, O.

(Reviewed Tuesday Evening, March 31)

Ted Weems's band offers one of the most soundly built revues to come this way in a long time. A fast-stepping show, with plenty of solid entertainment. The revue has a little bit of everything—first-rate acrobatic dancing by Margery Daye, a near show-stopper; comedy dancing by the Hibbert-Bird-LaRue trio that is a real click; effective novelty singing by Billy Blair, who revives some old tunes; whistling by the popular Elmo Tanner, who was brought back three times; Perry Como does the usual good job of vocalizing; and Orm Downes, who gets in his lick of torrid skin-beating and displays a lot of showmanship.

While many dance bands run wild when they get on a theater stage, Ted manages to keep his musicians under control.

Screen fare, *Shut My Big Mouth* (Col.). *Rex McConnell.*

Earle, Philadelphia

(Reviewed Friday Afternoon, April 10)

It has been three years since Benny Goodman held court at this house. And the enthusiasm that greeted each lick of his clarinet matched by the activity at the box office proved that he has been away all too long. As far as the coterie of fans here are concerned Sir Benjamin is still their King of Swing. He is still the same unassuming Benny expounding a variety of musical heat waves that tends to excite and it is a royal holiday for the swing fans who show no signs of being on the wane here. It was necessary to call out the riot squad to keep the youngsters from storming the doors even before the box office opened, and once inside their youthful enthusiasm ran riot, house ushers taxing their resources to keep the kids from doing their slugging on the stage.

There was reason enough for all this, the Goodman band of 14 literally setting the stage on fire with their hot horns. In addition to the maestro's own clarinet, sorcery instrumental highlights included the wizardry of pianist Mel Powell, tenor saxer Vido Musso and trombonist Rube McGarrity. Selections were all Goodman standards old, and new teeing off with *Don't Be That Way* and including *Jersey Bounce*, the Earl featuring the piano; a medley of *Lullabye in Rhythm*, *Stompin' at the Savoy* and *One o'Clock Jump*, and for an all-out finish *Sing, Sing, Sing*. The Goodman Sextet (clarinet, trombone and the four rhythm instruments) dished up and anti-climaxed with a sentimental *Melancholy Baby* and a terrific stopping, *The World Is Waiting for the Sunrise*.

Peggy Lee, band's blond canary and a looker, is plenty tall on the singing. There was no letting her get away until she delivered *Skylark*, *My Little Cousin*, *Somebody Else Is Taking My Place* and *Blues in the Night*. Art London, tall and handsome lad, is the pleasing male voice.

Equally effective for the romancy ballads as for the rhythm tunes he obliged with *I Don't Want To Walk Without You Baby*, *Deep in the Heart of Texas* and a *Zoot Suit*. Two acts added fit well with the fast pace set by Goodman for the show. The Ambassadorettes, three girls, delight with their tumbling antics, and the eccentric and comedy hoofing of Shea and Raymond, frequent on these boards, still as funny as ever. House well filled at third afternoon show caught. Runs an hour. *Juke Box Jennie* the screen thriller. *Morris Orodenker.*

Oriental, Chicago

(Reviewed Friday Afternoon, April 10)

Bolstered with a couple of new acts, Anton Scintla's *Hawaiian Nights*, which closed the State-Lake's stage policy a few months ago, returns here as *Hawaii Calls*. The general picture, again, is not a lavish one but has a timely frame and, consequently, a fair amount of exploitation value. It features several Hawaiian and Filipino entertainers who get both deserving and sympathetic response.

The four-piece native band fronted by Danny Helm Jr., is too small a combination to put on any stage, and when they are left alone (which is only once) to do a specialty they are almost lost in the distant corner. The opening is augmented with the 12-girl line which doesn't exhibit anything extremely potent, but they crowd the stage nicely. A native by the name of Nina is featured in this one with an okay hula.

Collins and Peterson again perform the masters of ceremony duties and keep things moving. Their material is not always good, particularly in their next-to-closing act, but they are showmen enough to entertain the people most of the time. Dan and Jane Ford, rhythm tap team, are still around with fast-paced routines, executed in pleasant style. The girl, however, should tone down her make-up, for it distracts from the act.

Vincent Yarro sings and offers impressions of such characters as a Chinese man putting a baby to sleep, and dancers from various countries about to ask a girl for a dance. Passable, coming from a native entertainer.

Nani and Rico Manahino appear briefly in a balancing and acrobatic specialty that is smoothly performed. Team looks well and works in harmony.

Hap Hazard, unit newcomer, did all right with his novelty turn in which he clowns around juggling and balancing himself precariously on a contraption comprised of a huge tripod topped by a swinging bar. The tricks put him over. He is assisted by a woman who handles props.

The line returns to background the Fords in a swing hula, followed by the Hudson wonders (the other unit outsiders), who once more prove that an acrobatic routine can be performed with class. The girls are good lookers and finished acro performers.

All back in the finale for another bow. *Sam Honigberg.*

Review of Unit

"Keep 'Em Laffing"

(Reviewed Friday, April 3, at the National Theater, Richmond, Va.)

Every once in a while a unit comes in which is pleasing from every angle. *Keep 'Em Laffing* is one of this type.

The Golden Pair (Tune and Trudy Wilkins) is billed as "balance ballet dancers." Their smoothness, the positions into which they can get themselves, and the swiftness of the act all make it one of the outstanding.

Equally top billed should be the Dubas Family, teeterboard artists. The youngest member of the trio, Hildegarde, has looks, ability and stage presence.

Johnny Wages does a hillbilly musical turn. At his best with his one-man band. Had to beg off.

Buddy Lahr and "Honey Chile" have perfect timing for their gags. The taxi dance hall is their best.

Bob Padgett, blackface, provided the completely ludicrous part of *Keep 'Em Laughing* and did not disappoint.

There's an extremely well-routined and shapely line of eight girls, seen on three occasions. In their finale, they dust off the patrons with brooms while Joan Rich vocalizes. The stripper, billed only as Veronica, does impersonations while undressing and goes all the way from Hepburn, thru Garbo and into LaMarr as she appeared in *Ecstacy*. A pleasing eyefull.

Unusually enough, the picture, a "B" Metro, turned out to be the best film used with a stageshow this season. *Born To Sing.* *Ben Eddington.*

Maxine Sullivan Retiring

NEW YORK, April 11.—Maxine Sullivan has announced plans to retire following her marriage June 15. Miss Sullivan, former wife of John Kirby, band leader, plans to bow out of the show business following a date at the Flint (Mich.) Athletic Club, starting June 5, according to Music Corporation of America, her agent. She precedes the Flint engagement with vaude dates in Boston and Philadelphia.

Roscoe Ates Enlisting

FORT WORTH, April 11.—Roscoe Ates, stuttering comedian, booked for three weeks as emsee for the Clover Club here, has applied for a commission in the intelligence division of the Air Corps.

And he didn't stutter, either, when he applied. He is now finishing at Jack Pepper's Dallas.

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Four A's Clears Gerald Griffin Of Charges of Anti-Semitism

NEW YORK, April 11.—Removed as executive secretary of the American Guild of Variety Artists last Monday (6), Gerald Griffin was exonerated by the International Board of the Associated Actors and Artistes of America Thursday (9) on charges of having uttered anti-Semitic remarks at a trade party last fall.

Committee, which consisted of Morton Downey, Alan Corelli, Paul Draper and Benny Haskell, submitted its report concerning the Griffin charges, which had its basis in an altercation between Griffin and Harry Goodman, Benny Goodman's brother, at an open-house party tossed by Tommy Dorsey to tee off his new music publishing venture.

Frank Gillmore, president of the Four A's, announced that the committee's report stated: "Having fully investigated into all the facts and circumstances . . . and having given the matter careful and deliberate consideration, we do find and report (1) That an argument occurred at the Dorsey party between Gerald Griffin and Harry Goodman, but (2) that Griffin, however, is not anti-Semitic and should be exonerated from all complaints and charges in connection therewith."

Gillmore stated that Griffin's removal from office and the anti-Semitic charges were not connected in any way and wishes to correct the inference in the public press that Griffin was fired as an outgrowth of the charges. Gillmore said that the board concurred in the findings.

Gillmore said that Griffin being vacated from his post was found necessary by the International Committee in charge of Four A's finances, and that drastic changes were found to be necessary as a result of the financial relationship between the AGVA national and its locals, and not as a result of the charges.

Vaudeville Notes

JIM WITTERIED, American agent active in Europe until the war, is in Washington, and says he is enlisting in the armed forces. Volunteered for the war exactly 25 years ago, he says. . . . ELLA SHIRLDS, English comedienne, has left New York night clubs to tour Canadian theaters. . . . Plays the Palace theaters in Sarnia and Galt, Ont., next week. . . . TOY AND WING have just finished eight weeks of hotels and are playing vaude with Henry Busse's band show. Work Akron and Youngstown next week.

JACKIE GLEASON has been signed by 20th Century-Fox for a part in *Orchestra Wife*, featuring Glenn Miller's band. . . . BILLY DE WOLFE leaves New York for Hollywood to work at Paramount in the middle of May, after his current stint at the Rainbow Room. . . . KENNETH GILFRY, formerly of Kenny and Norris, has been made an acting sergeant at Fort Riley, Kansas. . . . LEONARD CHRISTENSEN, of the Three Arnolds, takes his army physical May 15. . . . VINCENTE GOMEZ, concert guitarist, joins Velos and Yolanda on their Western tour.

McDONNEL AND MOORE have closed at the Gay '90s Club, San Francisco, after eight weeks and are now playing the Northern Time for Bert Levey.

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FROM OUT FRONT

(Continued from page 9)

that the inhabitants are too busy rushing to work, too materialistic and indifferent to their neighbors' welfare. The amount of money soldiers can spend on leave in such a large city as New York is a small increase in the metropolis's income. New York is digging down, giving out because it honestly wants to."

It looks as the the Canteen were doing its job—and then some.

* * *

TALK of soldiers brings up another subject that, strictly speaking, has little place in this precinct—except for the essential drama of the material involved. But more dramatic than any play seen recently on a badly battered Broadway are a couple of albums of Russian folk songs released by Keystone Records, most of the songs being sung by the magnificent Red Army Chorus under the direction of A. Alexandrov.

Folk songs—whether gay, sad or, as they sometimes are, maudlin—are always dramatic, finding their roots deep in the heart of a people and singing of hopes and fears and loves that surge in the emotional flow of many breasts, to music that strikes responsive chords in fundamental folk reactions. Often the melodies are more sincerely moving than those of isolated genius. In the field of folk music our own nation, despite its comparative youth, has reason to feel proud, having already achieved a vast and varied collection of the richest and most satisfying sort. As a matter of fact, the all folk music has its charms and its commendable attributes, that of three lands is outstanding—America, Scotland and Russia, each in its different way.

These Russian folk songs, as sung by the Red Army Chorus and various soloists, are magnificent. One album, *Songs of the Red Army Chorus* (Keystone K103), mixes its folk patterns with tunes that have been created by the Soviet to keep up morale in industry and war. But the amazing thing is that the essential spirit of Russian folk music has somehow been maintained in these manufactured products. There is sometimes a reminiscent ring about them; sometimes the stamp of manufacture shows up too clearly and the tunes themselves tend to grow dull, with the propaganda of the words evidently taking precedence over the melody; but for the most part they are, musically at least, effective and excellent. They are interspersed with genuine folk music, and the work of the chorus on all the numbers is, in sober truth, magnificent. Voices are splendidly blended; the muted tones of the accompanying orchestra provide rich background that never usurps more than its proper place; Alexandrov's arrangements maintain the essential melodic line, eschewing annoying embroidery, and are yet powerfully effective; and the soloists, notably V. Pankov, are sensationally fine.

The second album, *Folk Songs of the USSR* (Keystone K110), hews more solidly to the essential folk line. The Army Chorus again does fine work on some of the records, but others are offered by a series of outstanding soloists. All of the numbers are, of their types, excellent—ranging from the heavy, brooding sorrow of *Night* to the inimitable gaity of the Offenbach *Perikola*. And all are finely delivered.

In addition, Keystone has a number of single records of Russian folk music, giving examples of the indigenous songs of various sections and provinces—and these are, perhaps, the most interesting and effective of the lot. They include the lovely, sweet melodies of the Ukraine, backed by a bandore ensemble; strange, eerie, haunting Georgian music, to the accompaniment of tchenguri players; the alternately wild and wailing strains of gypsy tunes, and many others.

And more than a word should be said of the singers—I. Patorzhinsky, a magnificently full and rich basso; Alexandra Potakhvershvili (there's one for the typesetter), whose strangely chilettke quality lends added certness to the Georgian music; K. M. Novikova, an excellent soprano who achieves astounding effect in the Offenbach laughing-song; and, in fact, all of the others. American voices, generally speaking, sound pale and unexciting in comparison. It's probably the effect of the microphone.

In any case, even if we can't feel proud of our ally's political ideology, we can take great pride in Russia's magnificent sense of music as beautifully expressed on these records.

* * *

THERE were a couple of other things that warranted some sort of discussion this week, but space is running out. Among them was the fact that the theater season, dolefully pronounced dead by the drama doctors some months ago, shows signs at the moment of indulging in the liveliest spring production schedule in many seasons. Not all of the announcements will come thru, of course; but if even half of them do, we'll have the best spring—quantitatively, anyhow—that we've had in years.

One thing, the, must be mentioned. A couple of weeks ago, in a review of Saroyan's *Across the Board on Tomorrow Morning*, this corner made a passing reference to a break-away bass viol in vaudeville that, at unexpected moments, flapped unsuspected wings and dropped an ostrich egg on the apron. The ownership of this somewhat esoteric instrument was attributed to Vic Hyde—which was a manifest injustice, committed in a moment of acute aberration. The real owner, Herman Hyde, has maintained a dignified silence, but certainly the mistake should be corrected. It's Herman Hyde who owns and operates that bass viol, which has afforded this corner many moments of choice hilarity.

NEW PLAY

(Continued from page 10)

the fantastically bad playing of Herbert Berghof in the central role. But just the same, Broadway owes a debt of gratitude to Mr. Shubert for bringing a touch—a brief touch, I'm afraid—of true dignity, power and beauty to a badly bedraggled season.

For with all the weaknesses of the Bruckner adaptation, Gotthold Ephraim Lessing's play still stands as one of the world's great dramas; and, tho Mr. Shubert may have had the maws of many hungry playhouses to fill, he must have known that *Nathan*, despite its stature, wouldn't fill any one of them for very long. None the less, he brought the play uptown; and this department, which has hardly been a Shubert satellite in the past, offers him sincere and richly deserved thanks.

On second viewing, the emptiness and aridity of the Bruckner adaptation are more marked than before; but the play itself, with its magnificent condemnation of the demands of creed and its glorious, courageous insistence upon the worth of individuals and the equal claims of all true ways to God, remains a thrilling experience. When Lessing wrote it in 1779 it was a brave and noble work; its production today is similarly brave and noble.

Its bare and sketchily outlined plot was summarized in the review of the opening downtown at the Studio Theater; there's no use going into it again. Without question, Herr Bruckner was right in eliminating some—perhaps much—of the original; but his shears slipped and cut too deeply. The play is in bad need of some subsidiary plotting that was eliminated, of the rich minor characters who were cut out and of further details concerning some who remain in. In one category, the Sultan's chess-playing sister is a case in point; in another, the lay brother, who receives marvelously brilliant clarification in Rosa Matthew's beautifully pointed performance.

But Herr Bruckner has at least spared the majestic and lovely outlines; and there are enough, at the Belasco, to make *Nathan the Wise*, even as it stands, one of the finest theatrical experiences in seasons.

The direction and the playing of the title role, however, do nothing to fill the gaps in the adaptation. Mr. Light's stilted placements, the fact that he has failed to bring either variety or emotional flow to interpretations, his inability to bridge long speeches with anything approaching natural movement all militate powerfully against the play's effect. As for Mr. Berghof, his painfully hammy and over-accentuated performance downtown has become even hammier. He gestures, poses, over-acts, breaks speeches in fantastic places, throws over-emphasis in all directions, and generally manages to make stilted, unnatural and utterly insincere one of the most moving and honest characters ever created by a dramatist. He's so bad that he might have been directed by Max Reinhardt.

The others, tho, show marked improvement. Alfred Ryder is still stilted and often ill at ease as the Templar, and still fails to bring finer shadings to his interpretation; but he has lost his original staginess and has managed to inject a certain amount of variety. Olive Deering, whose lovely sincerity as Rahel was notable, now brings more delicate shadings to individual speeches and creates an even lovelier effect—a combination of sincerity, sympathy and dramatic power. Gregory Morton's finely authoritative Patriarch is more clearly and powerfully projected than ever—a beautiful job—and the splendid stature of Brain Nossen's Saladin encompasses even more dignity and understanding than before. Bettina Cerf, as Daja, no longer over-hits her lines, offering a much better job. Mr. Matthew's excellent work as the lay brother has already been noted.

Despite its stature, the play has little chance as a commercial Broadway production, partly because its essential appeal is for audiences who have no particular interest in the usual run of ninepenny Broadway shows, partly because of shortcomings in the present production. But Broadway is none the less honored by its presence.

Thanks, Mr. Shubert.

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Vaudefilm Grosses

Para Top Biz on B'way; Roxy, Music Hall Fine, and Strand and State Okay

NEW YORK.—The holiday week contained sufficient momentum to give the local box office a head start last week.

The Paramount (3,664 seats; $41,931 house average), with the box-office combo of Tommy Dorsey's band and *My Favorite Blonde* on screen, is set to hat out a hot $74,000 for the second week of the bill. For week ended Tuesday (7) initial session went over the top with a spectacular $60,000. There's enough drive in this layout for a four-week stand.

The Strand (2,758 seats; $30,013 house average) opened Friday (10) with Dick Stabile, Gracie Barrie, Jerry Lester and the personal appearance of John Garfield, along with *Dangerously They Live*. Despite the fact that no huzzahs greeted the film, combo is headed for a comfortable $45,000. Previous bill, with Shep Fields, Alan Carney, Mary Small and *The Male Animal*, bowed out to a fine $43,000, while opener took $44,000.

The Roxy (5,836 seats; $38,789 house average) is still enjoying a siege of prosperity with *Shores of Tripoli* and stage occupied by Bob Hannon, Mario and Floria, and Lowe, Hite and Stanley. Anticipations run to a fine $42,000 for the third week of the bill. Last week took $61,500, after opening to $58,500.

The Music Hall (6,200 seats; $64,000 house average), now in the third week of *Reap the Wild Wind* and the Easter spec on stage, has expectations of $60,000. Last week bit off a powerful $118,000 for the big holiday session. Initial session hagged $90,000.

Loew's State (3,327 seats; $20,500 house average), with new bill including Billy Gilbert, Wences, Al Siegel and Susan Miller, along with *The Invaders*, is heading toward an okay $20,000. Last week John Boles, the Hartmans, Joe Rince's ork and *Woman of the Year* walked off with the highly satisfactory $33,000.

Blue Barron Fair $16,700 in Philly; Fay's Falls Down

PHILADELPHIA.—Earle Theater (seating capacity, 3,000; house average for straight picture booking, $14,000) for week ended Thursday (9), fared only fair. It was the first time on these boards for Blue Barron's orchestra, and with Jerry Lester and Yvette on support, grossed $16,700. Added appearance of John Garfield for the closing performance of the week meant little for the date. Rae and Rudells, the added act, with billing from the band going to Charlie Fisher, the Three Blue Notes, Jimmie Brown, Clyde Burke, Tiny Wolf and Billy Cover. Little help from screen's *Adventure's of Martin Eden*. New bill opened Friday (10) is what the house and the fans have long been waiting for. It is five and six shows a day to take care of the crowds jamming the box office for Benny Goodman, and at the rate he started the week a sensational $30,000 should be reached handily. Opening night included a Coca-Cola broadcast from the stage. Shea and Raymond and the Ambassadorettes are the added acts, with Peggy Lee, Art London and the Goodman sextet out of the band getting billing. Screen's *Jute Box Jennie* no help.

Fay's Theater (seating capacity, 2,200; house average, $6,000) for the week ended Wednesday (8) found the going extra tough, without a burly strip in the lead. Margie Hart, originally slotted, forced to check out because of the flesh exposure ban, and the house had to be satisfied with a meager $5,800 on a straight vaude diet topped by Joe Young and Charlie Kaye, the Robbins Trio, Little Fred and His Football Dogs; Leon Fields, Gae Foster's Roxyettes and Billy Klaiss's orchestra. *Mississippi Gambles* on the screen. New bill opened Thursday (9) billed as *Slums of Paris Revue* hopes at hitting $5,000 without the burly lure. Beatty tops the line-up, which includes Harry Leban and Letty Bolles, Lucienne and Ashour, Carol Barnes and the Lazaros. *The Night Before the Divorce* on the screen.

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Buffalo Easter OK; Hutton Ork $13,000

BUFFALO.—Queen City vaudefilmers enjoyed fine Easter week. Current week sees some nifty talent at both houses, but a terrific and unseasonable snowstorm opening day hurt biz.

The 20th Century (seating capacity, 3,600; house average for straight pix, $8,500) is presenting Carl Hoff's band, in addition to film name, John Boles, for week of April 10. Supporting talent includes the Norton Sisters, the Stapletons, Nan Ray and Mrs. Waterfall. Film is *Road to Happiness*, which stars Boles. Gross should hit the $14,000 mark. For week ended April 9, Century did nicely. Ina Ray Hutton band was main stay of big vaude bill, surrounded by the Lebrun Sisters, Lew Parker, Evelyn Farney and the Janaleys. *Lure of the Tropics* on screen. Offering tallied $13,000 at the box office.

The Buffalo (seating capacity, 3,500; house average for films only, $11,000) opened week April 10 neatly, despite blizzard, starring Alvino Rey band and King Sisters on stage. Skeet Herfurt, Dick Morgan, Bill Schallen, Eddie Julian are featured with ork, and Spencer and Forman and Lane Brothers are vaude additions. Pic, *Rings on Her Fingers*, okay fare. For week ended April 9, Buffalo did okay without vaude but strong film, *The Fleet's In* and *Mr. Bug Goes to Town*, which garnered $14,100.

Calloway Tops Marx Record in Dayton

DAYTON, O.—Cab Calloway went a step ahead of Chico Marx with his stage unit at the Colonial week ended April 2, piling up a wow $12,700.

Marx, the week before, had established a new record for the house with a gross of $12,500.

Providence Biz Fair

PROVIDENCE.—Metropolitan Theater stayed dark Good Friday, cutting usual week-end booking to two days. Jimmy Durante, with Bob Allen's orchestra, Pops and Louie, and Nan Rae and Mrs. Waterfall brought in $4,900 for the Easter Saturday and Sunday take.

Fay's, for week ended April 2, was off slightly, also grossing $4,900. Bookings included Four Melodears, Louis and Oliver Sisters, Kelly and Hayes, Whaling and Yvette, Richards and Adrian, and Duke Norman.

Busse OK 98C

DAYTON, O.—Henry Busse and his band managed to pull down a better-than-average $6,800 at the Colonial Theater week of April 3.

War Reverses Hit Chi Biz; Ink Spots 38G in Fast Repeat

CHICAGO.—Business started slowly Friday (10) and little better than average grosses are in sight. War reverses in the Philippines are having a definite effect on the entertainment business in general.

Chicago (4,000 seats; $32,000 house average) has two attractions this week (10-16) in the Four Ink Spots and Jack Falkenburg, the model beautiful, who top a presentation unit including Lew Parker, the Janaleys and a girl line. The Spots had been here New Year's week and repeat may prove a little too soon. However, a good $38,000 week is expected. Screen has *The Male Animal*, picturization of stage hit better known in New York than here. Week of April 3, Sammy Kaye's band unit and RKO's *Remarkable Andrew* did not live up to expectations. Wound up with $39,000, which is not too good a Kaye figure.

Oriental (3,200 seats; $18,000 house average) started slowly Friday (10) with *Hawaii Calls*, vaude unit, and Chester Morris in *Casual Zone*. Maybe $18,500. Week of April 3, Art Kasset and band and Hal Leroy on stage, with *North of the Klondike* on screen, turned in an okay $19,600.

Paradise, Detroit, OK 9G; Colonial Off

DETROIT. — Paradise (2,200 seats; house average, $8,000) took a mild post-Easter spurt upward, with the holiday week-end helping considerably in the house's final week of the season. Berry Brothers, with Lucky Millinder's orchestra, grossed around $9,000. Berrys, rated most of the credit, drawing much white trade.

At the Colonial (1,500 seats; house average, $6,000) business dipped to around $5,200. Take was hurt by absence of a name attraction.

Springfield Off

SPRINGFIELD, Mass.—Holy Week and last-minute Easter shopping were responsible for a slight falling off in business for the three-day vaudefilm bill that closed at the Court Square April 4.

On the stage were Hal Webber, Jack Tally and Shepard Sisters. On the screen, *Sullivan's Travels*.

SUGAR'S DOMINO

(Continued from page 4)

in theatrical unionism until he succeeded in having granted to his independent group the charter for organizing the burlesque field under the name of the Burlesque Artists' Association. After acquiring this charter Phillips did the most dynamic organizing job in the history of actors' unionism. But on a much smaller scale, of course, than the Actors' Equity Association in the infancy of the movement.

But it was not to be as Phillips ordained. His plans were carried out with dispatch. He gathered more and more power. He became the envy of other leaders. He rubbed burlesque managers the wrong way. And smart boys rarely rub burlesque managers the wrong way. Because burlesque managers fight like guerrillas and tigers and snakes. So a combination of things that cannot be detailed here brought about a turning point in Phillips's career as the Moses of the burlesque actor, as well as in the affairs of the Burlesque Artists' Association. Phillips could not line up the Midwest managers; he failed to sell the union idea to the Philadelphia burly tycoon, Issy Hirst. The result was that the Burlesque Artists' Association lost its national standing. It became, under the new name of Brother Artists' Association, a New York group catering to the actors stuck in the Gotham bottleneck. Thus the BAA slumbered until Phillips was grabbed up by the Four A's for the tough job of putting the AGVA back on its feet.

* * *

Whether Phillips has benefited from the several years of comparative inactivity it is not possible to say. Whether he has learned much from watching the mistakes of others during the enforced vacation from the busy arena where he used to crack the whip with alacrity will be seen in the next few months.

The variety actor is a funny feller. He is even funnier (to play on a word) off the stage than he is on. Somehow he doesn't take too well to those he considers outsiders. He didn't like very much the idea of legit ladies like Jean Muir and Dorothy Bryant entering the early AGVA picture. He might not like the idea of Phillips, a burlesquer, taking things over now. It's silly reasoning, but that's the actor for you, and you can't change him overnight. Assuming that Phillips is accepted (and we sincerely hope he is), the erstwhile burlesque boss will have to curb his tendency to be brusque and domineering. His penchant for action will serve him in good stead. Action is needed in his job. But not the kind of action that was demanded of him when he was dealing with unconscionable burlesque managers. Phillips will have to take it for granted that everybody with whom he deals is a gentleman unless he proves himself to be otherwise. That's the reverse of the burlesque organizing approach and he will have to master it. Phillips will have to curb his emotions as much as possible.

The AGVA job (provided the Four A's gives the occupant a fair chance to make good) will require a purely intellectual approach. There is a job to be done and it will have to be done with the efficiency of all important jobs in the specialized world of today.

There will be little room for bullying, emotion or temperament. The glamour is almost entirely gone from theatrical unionism. It has become a matter-of-fact proposition that requires the attention of well-rounded men with brains, an abundance of energy and the confidence of those whom they represent.

There are two strikes against Phillips as there would be against anybody else taking the job. But if he possesses his old fighting spirit he will welcome the challenge. Half the battle will be won if he surrounds himself with unselfish and astute associates. That is something that Griffin's administration sadly lacked. Which means that, aside from everything else, Griffin was licked before he entered the ring.

Rollers Weak in Philly

PHILADELPHIA, April 11. — *Skating Vanities of 1942*, roller skating spectacle, for the six-day engagement ended March 28 at the Arena attracted about 14,000 persons for a very meager gate of $9,100. Ducats scaled from 57 cents to $1.71, and draw was disappointing to Pete Tyrell, operator of the Arena. Plenty of stunts and promotions tied in, along with giveaways, but the Lenten season and lack of interest was too much.

Nonetheless, Tyrell has booked the roller show to return here next year. Gene Autry's rodeo next attraction skedded for the Arena, coming in late this month.

NEW YORK, April 11.—*Roller Vanities of 1942* has set its New York date at the Madison Square Garden for one week starting June 2. Blanche Wolfe has been appointed road manager of the company, joining the troupe in Pittsburgh.

After the current Pitt date, *Vanities* goes into Buffalo, April 14; Boston, April 21; Montreal, April 28; New Haven, May 5; Springfield, May 12; Hershey, May 19, and will probably follow with Atlantic City prior to the Garden date.

Buff And's Heavy Sked

BUFFALO, April 11.—Latest extra addition to Auditorium line-up is *Skating Vanities of 1942*, set April 14-19 by Buffalo Athletic Association, Inc.

Currently the Shrine Hamid-Morton Circus is on tap (April 6-11) for *Buffalo Evening News* Smokes for Soldiers' Fund. Gross points to a hefty $65,000, with 100,000 attendance. Prior to that, *News* Smokes Fund brought Alka Seltzer's Barn Dance gang from Chicago. Will also bring Don McNeil and his Breakfast Club Gang. Scalp and Blade Society will share promotion of McNeil.

Gin Rummy

CHICAGO, April 11.—Victor Joey and Sylvia Sidney, of the local production of *Angel Street* at the Harris, have been frequent visitors at the neighboring Rumba Casino, but they have yet to see a single show.

As soon as they are ushered to a table they whip out a pack of cards and engage in one long session of gin rummy.

Conducted by HAROLD HUMPHREY—Communications to 1564 Broadway, New York City—DICK CARTER, Associate

PRIORITIES HIT DISKS

Promoter Sees Socko Year for Orks in Arenas

NEW YORK, April 11.—Jimmy Evans, recently appointed band booker for Arena Managers' Association and skedded to bring his Sunday band "Show of the Week" idea into the association's spots beginning early this fall, is already mapping plans for a busy season. It is Evans's theory that, while not every ork is arena material, those that have sufficient b.-o. power will be able to make Sunday a good payday in the East next season, with at least 12 auditoriums running his Sunday shows.

Among arenas to be booked by Evans are the Gardens, Pittsburgh; Boston Garden and Boston Arena; Providence Auditorium; Coliseum, Springfield, Mass.; New Haven Arena; Montreal Forum; Philadelphia Arena; Uline Arena, Washington; Trenton Arena, and Westchester County Center, White Plains, New York.

Booking offices have been notified of the new set-up, and when the September booking charts are hauled out band bands on the road will be penciled into the various spots for the lucrative Sunday showings.

"Show of the Week" has been running regularly all season at Trenton Arena and frequently at New Haven Arena and Westchester County Center. Practice is to run three shows per day, with several vaude acts backing featured band. Houses are scaled 45 cents to $1.10, with proportion of cheap seats altered

(See Big Year for Orks on page 37)

Disk Distrib To Extend Neck as Music Publisher

PHILADELPHIA, April 11. — Motor Parts Company, local Columbia-Okeh record distributor, boasting of an expert platter picker in Elliott Wexler, record promotion chief, has decided to take a fling at music publishing. Set up apart from the distributing outfit is Motor Parts Publishing Company, with *Brother Bill* the first song. Tune is an oldie by Louis Armstrong and recorded years ago by Satchmo on the Decca label.

Motor Parts will concern itself primarily with exploitation and promotion, assigning publishing and distributing rights to Cherio Music Company, New York. First record will be out in two weeks, already waxed for Okeh by Charlie Spivak, who has an exclusive. Possibility that Kay Kyser will cut it on the Columbia label.

Wexler will experiment with several promotion ideas of his own. Figures on exploiting almost exclusively via recordings, and even if it doesn't make the "first 10," feels certain that he can make it a hit in this area at least. With Spivak going into New York's Pennsylvania Hotel May 4, song is in for a heavy air plugging.

Work on the Spivak waxing gets under way this week, and Wexler aims to get in a heavy advance order even before disk is released. Exploitation will be primarily thru music machine operators and retail dealers. Sales staff of Motor Parts Company will be active "song pluggers."

Decision to enter the music publishing field was made after Wexler made heavy local hits of Gene Krupa's *Let Me Off Uptown*, Charlie Spivak's *Let's Go Home* and now Kay Kyser's *Who Wouldn't Love You?* Krupa waxing alone sold almost 35,000 here, representing more than half of its total sales thruout the country. As far as Motor Parts was concerned, the *Uptown* side outsold *Oh, Johnny, Oh*, admittedly the recording company's biggest hit in years. Wexler is also credited with discovering *I Don't Want To Set the World on Fire* and convincing Tommy Tucker to wax it. Was sold on the *Brother Bill* novelty after hearing Armstrong's old recording.

Not Dead—Merely Available

NEW YORK, April 11.—Local 802 *Journal* last month announced, "with deep regret," the death of Karl Gutman, a member. Brother Gutman, on reading this announcement, was more than slightly disturbed by the news, knowing by this time how leaders feel about dead musicians.

As a measure of self-protection, so that when Gutman appears on the exchange floor and the boys think it might be haunted, this month's *Journal* announces "with great pleasure" that "Brother Gutman is still very much alive and ready to accept any engagement available."

USO Will Send Out Band Units

NEW YORK, April 11.—The USO will send out its first regular band units beginning June 1. Each band used will be booked for four to six weeks of camps, hitting as many as six a week. Harry Mose, MCA exec, whose desk is the clearing point for all orks playing the army reservations, had this week tentatively lined up Bob Chester, Tommy Tucker, Jan Savitt, Dick Stabile and Will Osborne.

USO hopes to line up enough orks for 20 weeks on the camp circuits. Current plans are to have a couple of acts travel with each crew. Altho there had been talk at one time of running dances at camps where facilities were adequate and tying in with some civic group to transport girls to the camp for the hop, USO has definitely thumbs-downed such an idea. Band bookers have frowned on camp dances, figuring it would cause them too much ill-will with civilian band buyers.

Up to now, USO's only arrangement on bands playing the camps has been picking them up gratis between one-night or location hops. Altho Mose would not divulge figures, he did say that the money orks would get as USO units "was not bad at all."

Shellac Shortage Causes Gov. Agency To Ration Wax Makers; Price Rise on Disks Seen, Too

NEW YORK, April 11.—Entire music industry, and disk outfits in particular, was set on edge this week when it was learned that the War Productions Board was readying an order to conserve shellac and freeze hefty portions of the stuff now held by the diskers. At press time today no immediate instructions had reached the wax firms from WPB, but disk execs were momentarily awaiting some sort of order, if only a temporary restraining action until the clearance committee of WPB could discuss and approve a final plan of action. Meanwhile the three major waxeries were understood to be instituting a voluntary slowdown of cutting sessions until the air cleared.

Chemical branch of WPB has already prepared a shellac order (No. M-106), but according to sources in Washington the order has not yet hit the WPB committee agenda and may be in the hopper for several weeks before final release. Regulatory points of the order were not disclosed. However, it is expected that some sort of temporary regulation will be put on shellac distribution while the committee works over the original order.

One disk exec here who was close to the developing situation this week said that the plan would entail the cutting of all disk production to 30 per cent of the number of waxes pressed for a like period last year. Besides that, he said, the WPB would freeze 50 per cent of the diskers' current shellac inventories. Both of these points were understood to be based on a three-month period. Later on, it was pointed out, the percentage of production might be raised to as high as 60 per cent, depending upon the amount of shellac shipments that were able to be convoyed into home ports from the Far East.

If shellac is the only disk ingredient which the WPB is interested in, it is expected that the platter companies will endeavor to use more and more substitutes for it, so that any restrictive production quota can be increased in the proportion by which the diskers can cut their consumption of shellac. Defense industries use it for bullet cost-

(See WPB CUTS DISK on page 62)

Brunswick Hotel Is Taken by Navy and Lost as Band Spot

BOSTON, April 11.—U. S. Navy has commandeered Hotel Brunswick here for use as a hospital and barracks, thereby shutting the spot down as far as public is concerned and ending it as a band location for the duration.

Will Osborne ork, which must pull out of the place today, will lose 12 days of a three-week engagement. Gray Gordon, skedded to follow for two weeks, has been canceled altogether. It is understood that both orks have a legitimate claim against the government and stand a reasonable chance of collecting lost pay if they submit their cases to a Federal Court of Claims.

Ellington Sets Calif. Mark

LOS ANGELES, April 11.—Attendance records for the Trianon, South Gate, were shattered opening night, April 2, and the following Saturday, by Duke Ellington, who drew 2,150 people the latter day. Previous record was held by Bob Crosby, who had a 1,950 Saturday early in his first stay of 16 weeks. Ellington opened the spot last May, the first band to play on the ballroom policy, and is the first band to play repeat engagement. Spot charges 55 cents admission, 75 cents on Saturday.

Local 802 Prospered in 1941; Books Reveal Gotham Musikers Garnered Record $20,000,000

NEW YORK, April 11.—Musicians' earnings in New York reached an all-time peak of $20,000,000 in 1941, according to the annual financial statement of Local 802, issued this week by Harry Suber, treasurer. Computation was reached on the basis of $400,000 collected in the local's 3 per cent taxation on minimum scale, which meant a total of $13,266,000 in minimum earnings. Suber estimated that working musicians in the New York area average 25 per cent over scale, thus arriving at the $20,000,000 figure. Former top was several years ago, at $14,000,000.

Local's revenue, which increased all around in 1941 as compared to 1940, when several big deficits showed up, pointed to a healthy year in the music business and lent an optimistic outlook for 1942, despite local's feeling that its own income may be reduced because of an estimated 2,000 members in the armed forces by the end of this year.

Entertainment, too, may be reduced because of the state of the public mind, Suber opined, but figures for 1941 show an increase of $188,000 in one-nighters over the previous year, and the public mind was disturbed then, too. Collection of Escrow Department, which collects all wages for single engagements, collected $1,607,748, covering 24,239 contracts.

Total cash transactions reached $6,307,884. Dues coming into the general fund amounted to $481,041, against expenditures of $506,467, leaving a deficit of $34,558. Suber pointed out that the deficit had been reduced by $17,944. Responsible for the loss of revenue in

(See Local 802 Prospered on page 24)

Midwest BR Meeting Talks War Situash

DES MOINES, April 11.—Ballroom ops are all-out on the war effort. Plans for co-ordination of facilities to meet wartime conditions were discussed at a special meeting here of the Midwest Ballroom Operators' Association.

Not only will the operators go out of their way to assist bookers and bands with transportation problems, but they were urged to assist in the sale of Defense Bonds, to group one-nighters in order to save tires, and to ask for no special concessions on taxes.

Grouping of dates was seen as one way to conserve tires, and some ops reported they already had started the practice of using bands for two straight nights instead of changing every night. In addition, operators have assisted bookers in lining up near-by dates to help cut down long jumps.

The new federal tax ruling, placing an equal tax on the men and women admission tickets, was explained to the operators. It means that the same federal tax is to be charged on a 50-cent men's ticket as on the 35-cent ladies' charge.

The operators pointed out this would mean a price equalization and result in the same charge to both men and women. This trend has already been noted because of the shortage of male partners in some ballrooms.

It was brought out that the operators will be willing to co-operate in forced substitution of bands, due to transportation facilities, a definite change of attitude.

Discussion of mutual problems emphasized a successful morale builder in reduced or free admissions to servicemen in uniforms. It was stressed that the servicemen's behavior has been excellent.

Some objections to theater booking of dance bands was voiced, but the matter failed to reach general discussion.

The Billboard Subscription Rates Upped

Only two weeks remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

	Until April 30	After April 30
One Year	$5	$7.50
Two Years	$8	$12.50
Three Years	$10	$16.50

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.

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On the Records

A critical analysis of the latest record releases, covering both the musical and commercial angles of each disk reviewed. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.

Paragraphs in heavy type are designed for operators of automatic phonographs as a guide to the potential value of recordings in music machines.

Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By M. H. ORODENKER

TOMMY DORSEY (Victor 27849)

The Last Call for Love—FT; VC. *Poor You*—FT; VC.

NOW that Tommy Dorsey is definitely set to roost on the Victor label, his record releases should begin to reappear with a greater regularity. This coupling was cut on the West Coast while the maestro was still dickering for his own record company, and its major interest lies in the fact that both songs stem from the Harburg-Lane score for the *Ship Ahoy* movie, which features the "sentimental gentleman." Both are ballads, both in moderate and easy-going tempo. The *Last Call*, based on *Taps*, has Frank Sinatra and the Pied Pipers applying the vocal force for the opening chorus. Dorsey's muted trombone slides, the brass choir joining in, open the second refrain in the same smooth and sugary style. Full band takes up the bridge with a heavy rhythmic punch to give the side a refreshing pace change, and Sinatra and the voices sing it out. *Poor You*, a more tuneful ballad, has Sinatra in a more romantic mood for the opening chorus. Tommy's sweet slip-horn and the swirling saxes split the start of a second chorus, and Sinatra picks it up at the bridge again to sing it out.

Both sides have definite machine possibilities in view of the picture tie. For a first try, "The Last Call for Love" has the edge because of its bugle-call theme, most appropriate at this time.

KATE SMITH (Columbia 36552)

I Threw a Kiss in the Ocean—FT; V. *Somebody Else Is Taking My Place*—FT; V.

TWO ballads tailored for the full-voiced style of Kate Smith make a happy combination. *I Threw a Kiss* is another patriotic item from the pen of Irving Berlin. Song strikes a tender note which Miss Smith interprets expertly. Song was written for the gala Navy Relief show in New York, where it was introduced by Miss Smith. She takes the verse from the edge at liberty and hits into a bright and moderate tempo for the chorus. Jack Miller's musicians bridge the two vocals. Plattermate is the sentimental ballad that is making so much headway in the more lively tempos. Miss Smith sings it slowly and with plenty of warmth.

Having been associated with Kate Smith from the start, "I Threw a Kiss in the Ocean" is the side with greater appeal.

WOODY HERMAN (Decca 4293)

Too Late—FT; VC. *Fort Worth Jail*—FT; VC.

HERMAN has rounded up only his Woodchoppers for these sides. While the full band specializes in the blues, this little gang within the band cuts a specialty all of its own in swinging out on country-style tunes. Jimmy Wakely's *Too Late* is a favorite torch that burns brighter in the tall corn country. The Woodchoppers cut it down in a fast and lively tempo, side split between Woody's singing and the ensemble blowing of hot horns. Bor Dick Reinhart's sage of the clink the beat is even faster, with more solo instrumental rides and Woody singing. The sides afford a novel approach to the folk songs that find so much favor with bands and city folks today.

Maybe the country folk insist on the twang of guitar for their heart throb; but for city dwellers "Too Late" should prove a popular interlude among the younger folk.

BUNNY BERIGAN (Elite 5020)

Skylark—FT; VC. *My Little Cousin*—FT; VC.

WHILE major emphasis is on the backing of two hit potentials for this label, the Bunny Berigan brand of rhythm means much for either side. Both are taken at moderate tempo, and Berigan gives both a neat rhythmic beat, with his trumpet the instrumental highlight in each instance, his valve flourishes being reserved for the final bars. Danny Richards contributes a neat vocal for *Skylark*, and Kay Little is plenty big for the Yiddish-type tune on the B side. There's more striking trumpeting in Berigan's coda cadenzas for the *Cousin* side, topped off on a high note that rings true.

Berigan's "My Little Cousin" is right up there with all the others, and his entry is highly fitting for a phono sticker.

FREDDY MARTIN (Bluebird 11503)

Johnny Doughboy Found a Rose in Ireland—FT; VC. *I'll Keep the Lovelight Burning*—FT; VC.

A happy blend of muted strings and brasses with soft saxophones and sweet singing makes for two lush Freddy Martin sides. Both are sweet ballads. Appealing vocals are turned in for the middle refrains by Clyde Rogers for the soldier song on the A side and by Stuart Wade for the beautiful time on the B side.

Freddy Martin scores a double-header with this doubling, his smooth and polished rhythm making both sides count as coin-catchers. For immediate spinning it's the "Johnny Doughboy" side, with the plattermate holding as much promise to scale the song heights.

GLEN GRAY (Decca 4292)

It's the Talk of the Town—FT; VC. *Until the Stars Fall Down*—FT; VC.

Torch-song rage of an earlier day is tailored as a vocal for the entire band, with a steady rhythmic beat maintained thruout. The evergreen has a chance of blossoming again. Kenny Sargent, backed by the sustained harmonies of the band in glee club formation, sings the verse right from the edge. Ensemble sings the chorus. Solo trombone slides sweetly to get a second chorus under way, and the boys continue singing for the rest of the side. Walter Donaldson's *Stars Fall Down* is given a moderate downbeat. Kenny Sargent starts it off singing. Soft tromboning sets the stage for his return to sing the second chorus out.

There still must be some lights burning from the torches first set by "It's the Talk of the Town." Glen Gray's novel vocal treatment is sure to attract coins to the music boxes.

(See ON THE RECORDS on page 64)

On the Stand

Reviews of orchestras playing hotel, night club and ballroom locations and one-nighters. Comment is based upon the present or potential commercial value of the band, as well as its musical quality.

Duke Ellington

(Reviewed at Trianon Ballroom, South Gate, Calif.)

DUKE ELLINGTON is still aces in the orchestra field, after having been among the top band leaders for 20 years. Unlike many colored bands, the Duke doesn't go in for boogie-woogie or Harlem tom-tom tunes, but the arrangements by himself and Billy Strayhorn have as their goals freedom of expression and the glorification of modern American Negro music. Arrangements in some instances have several bars omitted to allow the musician on that particular instrument to play it as he sees fit.

Basic instrumentation of the Ellington crew is five reeds, six brass and four rhythm, with the maestro himself at the piano. Vocal assignments are handled well by Ivie Anderson and Herb Jeffries.

While Ellington features some sidemen more than others, each is outstanding. Rex Stewart gets plenty of assignments for his cornet, and Ray Nance, trumpet, is called upon for both horn and string work, doing a swell job on the fiddle, too. Trombones are handled well by Joe Nanton, Laurance Brown and Juan Tizol. In the reed section are Barney Bigard, clarinet; Johnny Hodges, alto sax; Ben Webster, tenor sax, and Harry Carney, baritone sax. Sonny Greer presides over the percussion, and his drumming is a feature of the outfit. Junior England, a new addition to the band, having taken the place of Jim Blanton, augments the rhythm section with his bass fiddle playing.

Band makes a nice appearance and turns out music that is equally fine for dancing or listening. Library is most complete. Outfit has plenty of tricks that makes it outstanding as a show band. *Abbott.*

Tommy Tucker

(Reviewed at Essex House, New York City)

TOMMY TUCKER has plenty to sell, and does. Since he started to blossom out in the big name brackets, mainly thru his recording of *I Don't Want To Set the World on Fire*, he has done quite well, but this has been his first opportunity to show his wares to the New York populace and the trade.

Tucker and crew have grooved themselves into a genuinely commercial vein, net results pointing to a well-groomed, smart, smooth outfit. They don't have any particular musical region with which to elicit excitement from a limited set—they have a more general appeal; a sense of showmanship and brand of entertainment that kept the dance floor jammed and a cordon of feet in front of the bandstand all evening.

Instrumental set-up is five brass, five sax and three rhythm, which, in addition to fulfilling dance assignments lustrously, shoot out with some bang-up ensemble work. Vocal groups within the band, Voices Three and Voices Five, reach a peak of good taste in polishing off smooth ballads and corking novelties.

Solo vocals are in the hands of Amy Arnell, whose appearance is sock, and Don Brown, whose singing is solid. Additionally, Maestro Tucker displays a likeable personality. Library's range is elastic enough, and includes every style of pop music on the boards. In a few words—it's a solid click.

Tucker was reviewed here a couple of months ago, while playing in Boston. This, however, is his first New York location and first New York review in many years. *Zeit.*

Jimmie Grier

(Reviewed at Lake Club, Springfield, Ill.)

JIMMIE GRIER struck this town with a brand of sweet music unapproached locally in many months. Altho four men were with him for the first time night caught, and two others had only been in the line-up a few days, band was plenty smooth.

Melting of muted brass with the reeds was particularly good, with Ebbner Roten, 19-year-old Los Angeles Junior College graduate, carrying the major saxophone assignments in top-flight style. Jean Taylor, cute blonde, showed a smooth, well-toned voice, and Eddie Morley, young tenor, who has been with Grier for four years, presented the best pipes heard here this season. Band's appearance was excellent.

Backing Roten on reeds are Dick Vogt, Dick Tichan and Verdun Gelardin. In the brass section Frankie Stan holds the first trumpet position, with Frank Sortvans in the second spot. Leo Neibaur performs on sliphorn, with Jimmy Stutz strumming out the bass. Maxim Oszaki carries the piano assignment, with Bob Koch, a newcomer, on percussion.

Grier's library is up-to-the-minute and his arrangements proved a rage here. The band presents distinctly danceable tunes with no frills or fuss. In handling assignments in the floorshow, Grier's boys take their work right in stride and provide two specialties, with the blond Miss Taylor and Eddie Morley getting a big hand as the featured act. *Topp.*

Mel Marvin

(Reviewed at King's Ballroom, Lincoln, Neb.)

IF HAVING the same men play together for a long time helps any, Mel Marvin's crk couldn't help being tops. Most of Mel's musicians started together in high school, where they were national champs, stick to each other in college and thru to the professional field.

After having been east for a year, where he broadcast over WOR in New York, Mel will complete his present Midwest tour the middle of May. Band, mostly sweet, has style all its own. Intimacy hardly describes the relation between the band and the crowd. Mel talks to them, asks them questions, even goes so far as to have the boys in the band clap for the "swell audience."

But the crowd likes his free, gay style, and they gang up around the stand when he pulls some of his gags, which aren't bad at all. Novelties include Marvin and a trio going hilarious with a punting song called *Parade of States*, different characteristics of *Old McDonald's Farm* and *100,000 Years Ago*. Trio is composed of Skip Farrell, regular vocalist; Alvie Jain, guitarist, and Roger Sodenwater, trombonist, also featured in a few character numbers as "Schnickelpuss."

Band numbers an even dozen, counting Mel, Skip and three sax, three brass and four rhythm. Mel, with Bob Jenson, trumpet, arranges, and sometimes plays for a dual-keyboard effect with regular man, Elmer Von Kanel. *Oldfield.*

On the Air

Comment on dance remote programs from the standpoint of showmanship, presentation and general listening appeal rather than the musical ability of the bands reviewed.

By DICK CARTER

Freddy Martin

(Waldorf-Astoria Hotel, New York, Columbia Network, Saturday (4), 7:30-8 p.m.)

THIS is, of course, one of the best sweet bands in existence, the word "sweet" being used only in convenient contrast to "swing." Martin plays "sweet," but his reed section plays in tune and his arrangers didn't learn their trade in a molasses factory. The emphasis in all the arrangements is on the melody, presented simply, with simple, tasteful adornments. There is no wah-wah trumpet, no sex-sick trombone, nothing that possibly could be confused with the tweet-and-heat school of sweet.

This remote was right up to the Martin standard. He handled his own announcements in pleasant style; his vocalists, Clyde Rogers, Stuart Wade and a male quartet, handled their chores very nicely, and the choice of tunes was excellent.

Most important aspect of the whole thing was that it was tolerable for those who hate mushy sweet stuff, easy to take for those who prefer the saccharin, and perfect for those who take no stand on such matters, but merely like to dance or listen.

* * *

Leo Reisman

(Rainbow Room, New York, Blue Network, Saturday (4), 10:30-11 p.m.)

SOME of the worst radio singing of the year was heard on this shot, as well as some of the most hare-brained announcing. Since the music itself was of uneven quality, the half-hour was anything but a howling success.

Best number heard was the first, a cleverly swung Chopin waltz. From that point on the arrangements were spotty—good enough for dancing, but a bit ragged for satisfactory listening. Best points were some fine flute work and a couple of good fiddle solos, presumably by Reisman himself. Warbling of an unbilled baritone and a girl (name lost in the announcer's throat) was sufficient to wreck the show's entertainment value. Another singer, named Bob Richardson, did a little better, but only had one tune, whereas the girl was allowed to murder three of the day's top pops.

Announcer was one of those amateur comedians, so busy abusing his opportunities to be heard Coast to Coast that he got himself and the program all mixed up. Reisman and the Blue have done better in the past.

Osborne Draws at Ritz

BRIDGEPORT, Conn., April 11.—Will Osborne, in for a one-nighter at Ritz Ballroom here Sunday (5), didn't do badly, drawing a fair 1,501 persons. With scale at 80 cents, gross was $1,320.88.

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A Trade Service Feature of The Billboard

The Billboard MUSIC POPULARITY CHART

WEEK ENDING APRIL 10, 1942

SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of network plugs (WJZ, WEAF, WABC and WOR) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sunday for the week ending Friday, April 10. Film tunes are designated by an (F); musical comedy tunes by an (M).

This compilation is based upon data supplied by Accurate Reporting Service.

Position Last Wk.	This Wk.	Title	Publisher	Plugs
—	1.	SKYLARK	Mayfair	39
13	2.	ME AND MY MELINDA	Berlin	36
13	3.	I'LL PRAY FOR YOU	Harms	33
2	4.	SOMEBODY ELSE IS TAKING MY PLACE	Shapiro-Bernstein	32
3	5.	DEEP IN THE HEART OF TEXAS	Melody Lane	30
13	6.	TANGERINE (F)	Famous	29
7	7.	I DON'T WANT TO WALK WITHOUT YOU (F)	Paramount	27
10	8.	JERSEY BOUNCE	Lewis	24
16	9.	DON'T SIT UNDER THE APPLE TREE	Robbins	22
11	10.	STRING OF PEARLS	Mutual	20
9	11.	HOW DO I KNOW IT'S REAL?	Chappell	18
—	12.	BREATHLESS	Campbell-Loft-Porgie	17
5	12.	I REMEMBER YOU (F)	Paramount	17
12	12.	WE'LL MEET AGAIN	Dash-Connelly	17
1	13.	ALWAYS IN MY HEART (F)	Remick	16
—	13.	SLEEPY LAGOON	Chappell	16
15	14.	MEMORY OF THIS DANCE	BMI	15
14	14.	SING ME A SONG OF THE ISLANDS (F)	Bregman-Vocco-Conn	15
—	15.	I THREW A KISS IN THE OCEAN	Berlin	14
—	15.	JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND	Chappell	14
4	15.	MISS YOU	Santly-Joy-Select	14
16	16.	HAPPY IN LOVE (M)	Feist	13
13	17.	A ZOOT SUIT	Green-Revel	12
13	17.	MOONLIGHT COCKTAIL	Jewel	12
8	17.	SHE'LL ALWAYS REMEMBER	Witmark	12
10	17.	WHEN THE ROSES BLOOM AGAIN	Shapiro-Bernstein	12
—	18.	DEAR MOM	Republic	11
—	18.	IF YOU BUILD A BETTER MOUSE-TRAP (F)	Famous	11
6	19.	FULL MOON	Southern	10
—	20.	BLUE SKIES	Berlin	9

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. Where two sides of the same record belong in the first 10, they are listed individually in the order of selling appeal. New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc. Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Gettlin. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier & Frank Co.; J. K. Gill Co. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Missouri; Famous & Barr. Springfield, Mo.: L. E. Lines Music Co. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc., Music Co. Washington, D. C.: E. F. Droops & Sons Co.; George's Radio, Inc.; Hugo Worch. Louisville, Ky.: Stewart Dry Goods Co. Butte, Mont.: Dreibelbis Music Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. St. Paul: Lyon & Healy. Long Island: Temple of Music Stores.

NATIONAL

Position Last Wk.	This Wk.	
1	1.	MOONLIGHT COCKTAIL —GLENN MILLER Bluebird 11401
2	2.	I DON'T WANT TO WALK WITHOUT YOU —HARRY JAMES Columbia 36478
4	3.	JERSEY BOUNCE —BENNY GOODMAN Okeh 6590
3	4.	A STRING OF PEARLS —GLENN MILLER Bluebird 11382
8	5.	SOMEBODY ELSE IS TAKING MY PLACE —RUSS MORGAN Decca 4098
5	6.	SOMEBODY ELSE IS TAKING MY PLACE —BENNY GOODMAN Okeh 6497
—	7.	TANGERINE —JIMMY DORSEY Decca 4123
—	8.	WHO WOULDN'T LOVE YOU —KAY KYSER Columbia 36526
—	9.	DEEP IN THE HEART OF TEXAS —HORACE HEIDT Columbia 36525
9	10.	DEEP IN THE HEART OF TEXAS —ALVINO REY Bluebird 11391

EAST

Position Last Wk.	This Wk.	
2	1.	Moonlight Cocktail —Glenn Miller
1	2.	I Don't Want To Walk Without You —Harry James
4	3.	Jersey Bounce —Benny Goodman
—	4.	A String of Pearls —Glenn Miller
5	5.	Somebody Else Is Taking My Place —Benny Goodman
—	6.	Tangerine —Jimmy Dorsey
10	7.	Deep in the Heart of Texas—Horace Heidt
—	8.	Who Wouldn't Love You —Kay Kyser
—	9.	Blues in the Night —Woody Herman
—	10.	Deep in the Heart of Texas—Alvino Rey

MIDWEST

Position Last Wk.	This Wk.	
1	1.	Moonlight Cocktail —Glenn Miller
4	2.	Somebody Else Is Taking My Place—R. Morgan
3	3.	I Don't Want To Walk Without You—H. James
5	4.	Jersey Bounce —Benny Goodman
—	5.	Tangerine—Jimmy Dorsey
2	6.	A String of Pearls —Glenn Miller
6	7.	Deep in the Heart of Texas—Alvino Rey
—	8.	One Dozen Roses —Dick Jurgens
14	9.	Miss You—Dinah Shore
7	10.	Blues in the Night —Dinah Shore

SOUTH

Position Last Wk.	This Wk.	
3	1.	Somebody Else Is Taking My Place —Benny Goodman
1	2.	Moonlight Cocktail —Glenn Miller
5	3.	Jersey Bounce —Benny Goodman
2	4.	I Don't Want To Walk Without You —Harry James
—	5.	I Don't Want To Walk Without You —Bing Crosby
9	6.	Somebody Else Is Taking My Place—R. Morgan
8	7.	Deep in the Heart of Texas—Bing Crosby
—	8.	Miss You—Bing Crosby
—	9.	Tangerine—Jimmy Dorsey
—	10.	A Zoot Suit—Kay Kyser

WEST COAST

Position Last Wk.	This Wk.	
1	1.	I Don't Want To Walk Without You —Harry James
2	2.	Moonlight Cocktail —Glenn Miller
—	3.	Who Wouldn't Love You —Kay Kyser
3	4.	A String of Pearls —Glenn Miller
—	5.	Deep in the Heart of Texas—Horace Heidt
10	6.	Jersey Bounce —Benny Goodman
—	7.	Sleepy Lagoon —Harry James
8	8.	Somebody Else Is Taking My Place—R. Morgan
—	9.	Don't Sit Under the Apple Tree—Glenn Miller
—	10.	Tangerine—Jimmy Dorsey

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Preeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Sklare Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL

Position Last Wk.	This Wk.	
3	1.	MOONLIGHT COCKTAIL
2	2.	DEEP IN THE HEART OF TEXAS
1	3.	I DON'T WANT TO WALK WITHOUT YOU
4	4.	SOMEBODY ELSE IS TAKING MY PLACE
5	5.	MISS YOU
6	6.	BLUES IN THE NIGHT
7	7.	WHITE CLIFFS OF DOVER
10	8.	TANGERINE
—	9.	REMEMBER YOU
13	10.	HOW ABOUT YOU?
—	11.	I'LL PRAY FOR YOU
11	12.	SHRINE OF ST. CECILIA
14	13.	SKYLARK
—	14.	SHE'LL ALWAYS REMEMBER
—	15.	I THREW A KISS

EAST

Position Last Wk.	This Wk.	
2	1.	Moonlight Cocktail
1	2.	I Don't Want To Walk Without You
5	3.	Somebody Else Is Taking My Place
4	4.	Miss You
6	5.	Tangerine
3	6.	Deep in the Heart of Texas
—	7.	I Remember You
15	8.	Don't Sit Under the Apple Tree
11	9.	Skylark
9	10.	I'll Pray for You
—	11.	Johnny Doughboy
—	12.	She'll Always Remember
—	13.	I Threw a Kiss
14	14.	A String of Pearls
7	15.	Blues in the Night

MIDWEST

Position Last Wk.	This Wk.	
1	1.	Moonlight Cocktail
2	2.	Deep in the Heart of Texas
3	3.	I Don't Want To Walk Without You
4	4.	Somebody Else Is Taking My Place
5	5.	Miss You
7	6.	Blues in the Night
6	7.	White Cliffs of Dover
8	8.	Sometimes
9	9.	Shrine of St. Cecilia
—	10.	Don't Sit Under the Apple Tree
12	11.	How About You?
13	12.	I Threw a Kiss
15	13.	Tangerine
14	14.	When the Roses Bloom Again
—	15.	Lamplighter's Serenade

WEST COAST

Position Last Wk.	This Wk.	
2	1.	Deep in the Heart of Texas
1	2.	I Don't Want To Walk Without You
5	3.	Somebody Else Is Taking My Place
6	4.	Miss You
7	5.	White Cliffs of Dover
3	6.	Moonlight Cocktail
4	7.	Blues in the Night
12	8.	Tangerine
—	9.	I Remember You
13	10.	How About You?
—	11.	Skylark
—	12.	She'll Always Remember
—	13.	I'll Pray for You
9	14.	Rose O'Day
10	15.	Shrine of St. Cecilia

SOUTH

Position Last Wk.	This Wk.	
1	1.	Deep in the Heart of Texas
3	2.	Moonlight Cocktail
6	3.	Miss You
4	4.	Blues in the Night
7	5.	White Cliffs of Dover
5	6.	Somebody Else Is Taking My Place
2	7.	I Don't Want To Walk Without You
13	8.	I'll Pray for You
—	9.	My Great Grandfather
10	10.	Shrine of St. Cecilia
9	11.	Rose O'Day
—	12.	I Remember You
12	13.	How About You?
—	14.	A String of Pearls
14	15.	How Do I Know It's Real?

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Number of weeks recordings have appeared in "Going Strong" is indicated in parentheses following titles in that section.

GOING STRONG

Title	Artist	Record
BLUES IN THE NIGHT (10th week)	WOODY HERMAN	Decca 4030
	DINAH SHORE	Bluebird 11436
	JIMMIE LUNCEFORD	Decca 4125
	CAB CALLOWAY	Okeh 6422
DEEP IN THE HEART OF TEXAS (7th week)	ALVINO REY	Bluebird 11391
	BING CROSBY	Decca 4163
	HORACE HEIDT	Columbia 36525
I DON'T WANT TO WALK WITHOUT YOU (6th week)	HARRY JAMES	Columbia 36478
	DINAH SHORE	Bluebird 11423
	BING CROSBY	Decca 4184
	GUY LOMBARDO	Decca 4104
MOONLIGHT COCKTAIL (5th week)	GLENN MILLER	Bluebird 11401
	TOMMY TUCKER	Okeh 6526
	HORACE HEIDT	Columbia 36512
A STRING OF PEARLS (5th week)	GLENN MILLER	Bluebird 11382
	BENNY GOODMAN	Okeh 6590
SOMEBODY ELSE IS TAKING MY PLACE (3d week)	BENNY GOODMAN	Okeh 6497
	RUSS MORGAN	Decca 4098
	VAUGHN MONROE	Bluebird 11454

COMING UP

Title	Artist	Record
JERSEY BOUNCE	BENNY GOODMAN	Okeh 6590
MISS YOU	DINAH SHORE	Bluebird 11322
	BING CROSBY	Decca 4183
	FREDDY MARTIN	Bluebird 11286
A ZOOT SUIT	KAY KYSER	Columbia 36517
	ANDREWS SISTERS	Decca 4182
	BOB CROSBY	Decca 4169
SKYLARK	GLENN MILLER	Bluebird 11462
	DINAH SHORE	Bluebird 11473
	HARRY JAMES	Columbia 36533
TANGERINE	JIMMY DORSEY	Decca 4123
DON'T SIT UNDER THE APPLE TREE	GLENN MILLER	Bluebird 11474
HOW ABOUT YOU?	TOMMY DORSEY	Victor 27749
	EDDY DUCHIN	Columbia 36501

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MCA'S POP CONCERT STAB

Goodman, Templeton, Kyser, Others To Nudge Lush Field

CHICAGO, April 11.—Music Corporation of America has established a popular concert division here and is developing the concert and sponsored events fields as new outlets for its bands and attractions. This marks the first opposition on a national scale to concert bookers, who have been monopolizing the field with "serious" musical talent. The division is headquartered in the local MCA office under the supervision of Vernon Stevens, manager of Dave Rubinoff's concert tours for the last four years. All other MCA offices are also giving concentrated attention to this new field, but under his direction.

The invasion of popular talent into this field may prove a boon for acts and bands. According to Stevens, early response from various civic organizations thruout the country sponsoring concerts and entertainment programs is highly encouraging and it will be no problem to keep suitable attractions busy thruout the season. Normal concert season starts in October and winds up in May. During the summer the Stevens division will book outdoor dates and all other types of sponsored jobs.

Attractions already lined up on the MCA schedule include Alec Templeton, who pioneered in the field for the firm; Tito Guizar and a Latin unit, Edgar Bergen and name bands, among them Wayne King, Kay Kyser, Phil Spitalny and Benny Goodman. New talent will be developed and sandwiched in during single-season series involving prominent accounts to fill out long schedules and insure popular names for the future. Among those MCA has signed for next season are Maria Mariani, dramatic soprano; Joe Emerson, baritone, who has appeared for General Mills on various radio shows including *Hymns of All Churches*; Solito De Solis, pianist, and the Lenaud Sisters, piano team.

As Stevens explains it, spots booking classical music for years have to be trained gradually to a diet of popular artists. However, it is the idea of his division also to include concert artists on its lists. However, most musical artists will play popular as well as classical selections. As an example, he points to Benny Goodman, who will reorganize his band to be able to present a combination of a symphony and swing. Same holds true of Wayne King, who will change the band to fit in with the requirements of a popular concert. Band units will include vaude and cafe acts.

During the last four years Stevens has visited some 1,100 cities in this country and has booked Rubinoff on some 600 dates. He says that there is a tremendous market for popular talent, and organizations are waiting to sponsor it. Strict concert series held during the season in most towns are waning in popularity, and a popular artist here and there gives a needed shot in the arm. Under the present setup MCA will fill in with its attractions in established concert series wherever possible and will interest local newspapers and organizations in sponsoring concert series of their own. To avoid date conflictions with other attractions, Stevens is booking five to six months ahead, promising definite attractions.

MCA will book nothing but sponsored dates and will demand a guarantee on such attraction. Names in the field can make top money. Alec Templeton, who three years ago made $300 to $400 a week, is now good for $1,000 to $2,000 per night. During the last season he grossed over $100,000. Templeton has been turning down theater dates in favor of these lucrative one-nighters.

MCA's publicity office here is now working on a brochure that will show organizations how to sponsor a date, going thru the procedure from A to Z. From his experience, Stevens has found that some orgs are happy with a good attraction even if it loses money, because of its importance in the town, but all efforts will be made, from the standpoint of promotional tips, etc., to turn bookings into profitable dates.

If the one-night dance field is seriously hampered by the war, popular concerts may prove a lifesaver for name bands. Concerts are usually held early in the week, the reverse of the dance field picture.

Stevens does not feel that the war will curtail the activity of the popular concert field. While bands may suffer by losing personnel, concert personalities, many women and middle-aged men, can carry on as usual. Stevens says, too, that MCA will attempt to line up as many good female personalities as possible. Attractions will be available for appearances in neighboring army camps and naval training stations.

Concerts will also be given in schools. Admission afternoons, limited to kids, runs around 25 cents. Evening admission scales run from 50 cents to $1.50 up.

Vigilant, Indeed!

NEW YORK, April 11.—A slip-up somewhere along the line caused Columbia Records to do a re-labeling job on Phil Spitalny's new disk, *We Must Be Vigilant*. Due to some misunderstanding the first platters had the tag *Vigilantes*. Error wasn't caught until the disks were out, but change had to be made, since Spitalny had already plugged the number over his air program for several weeks under its original title. The patriotic is a condensed version of *The American Patrol*, which is in Public Domain. Glenn Miller is recording it for Victor, but the label will read *The American Patrol*. Under that title no royalties will have to be paid Bregman, Vocco & Conn, publishers of *We Must Be Vigilant*.

Para Wants J. D. In Buffalo, But GAC Won't Bite

NEW YORK, April 11.—General Amusement Corporation has set Jimmy Dorsey for the week of June 5 at 20th Century Theater, Buffalo, thereby annoying Paramount, which wanted J. D. for Shea's Buffalo.

Booking represents another disappointment for the Paramount org in recent attempts to book Dorsey. Two weeks ago Strand Theater here managed to keep Dorsey from accepting a N. Y. Paramount bid by giving the maestro a high guarantee for a four-week engagement in May. Buffalo deal is of a different sort, tho, with GAC giving Dorsey to the house which, it feels, is in the better position to help the booking office week in and week out.

As a GAC exec is reported to have explained to Para, and as another GAC exec told *The Billboard*, 20th Century house uses many more bands per year than Shea's, which runs only occasionally and only with top attractions. "It is natural for us to favor the house which is able to use some of our weaker attractions," exec said.

Incident is another reflection on current band conditions, an out-and-out seller's market, with buyers striving to outbid each other for five or six top orks and required to buy plenty of pups in order to get a chance at the Dorseys, Jamesen and Millers.

Allentown Keeps Orks Busy

ALLENTOWN, Pa., April 11.—Lakewood Ballroom became the third local utop for traveling bands, unshuttering Easter Monday with Ray Herbeck. Has Abe Lyman Thursday (16). A. J. Perry continues to bring in top names at his Empire Ballroom on Wednesdays, with Bob Chester this week and Vaughn Monroe April 29. Plays territorial faves Saturday nights. Rainbow Room at Central Park plays territorials and lesser names on Saturdays. A fourth one-night spot is readying for a reopening next month—Dorney Park Ballroom. Heavy activity at defense plants making the ballroom biz here boom.

Rachmaninoff Gets a Lift

NEW YORK, April 11.—Tin Pan Alley's recent rash of ethics, which found the lads giving due credit to Tchaikovsky, Grieg, et al., after swiping the composers' melodies, has had the industry indulging in plenty of bow-taking, congratulating itself upon its new-found good taste. All this came to a sudden end this week, however, when Serge Rachmaninoff, celebrated Russian piano virtuoso and composer and ASCAP member, went to the Society to protest an alleged outrage against his *Second Piano Concerto*. Name of the alleged outrage is *Think of You*, published by Tommy Dorsey's Embassy Music (BMI) and credited to the combined creative talents of Jack Elliot and Don Marcotte.

The Rachmaninoff classic is in the Public Domain, having been published in Russia, which has no copyright agreement with the United States. The Elliot-Marcotte swipe, if any, is therefore entirely legal in the eyes of Charles Foley, Rachmaninoff's American publisher; John G. Paine, ASCAP general manager, and Rachmaninoff himself. However, as one Tin Pan Alleyite points out, if the boys must put the snatch on a classic written by a living composer, the thing to do is give him credit on the title page of the music, if nothing else.

Position taken by Paine is that, while the Rachmaninoff concerto is undisputably p. d., an injustice would be committed by anybody who lifted the melody without the courtesy of acknowledging the tune's origin. This dereliction, feels Paine, might bring the problematical perpetrators to grief in a court of law.

Merritt Tompkins, general manager of BMI, is even more perturbed by the alleged pilfering than Paine. Altho he has not heard *I Think of You*, Tompkins said that, were the Rachmaninoff allegation true, "a great abuse of ethics" would be the only crime involved. "It is regrettable that we have no law to protect a living genius against such things," Tompkins declared, adding, however, that a popular song taken from Rachmaninoff might well bring a small sample of the composer's genius to places and people previously untouched by art.

Grieved Tin Pan Alleyites are now suggesting formation of a Society-for-the-Protection-of-Songwriters-Against-Lawsuits-From-Classical-Composers-Who-Are-Alive-and-Kicking.

Music Items

Publishers and People

KERMIT GOELL, author of *Shepherd Serenade*, was admitted to ASCAP last week with a No. 3 rating. Latest tune, *I Wonder When My Baby's Coming Home*, has been placed with Crawford Music. Artie Kent collaborated.

Jerry Vogel is now featuring the slogan "Fortitude for '42" in his promotional material on George M. Cohan's *You're a Grand Old Flag*.

Cy Cohen, one of the writers of *My Little Cousin*, has joined the navy and is now in the Recreation and Entertainment Division.

Roy Music is publishing a new number called *Imagine Any Man*, by Erskine Butterfield, Charles French and E. P. LaPremiere.

Vanguard Songs, Hollywood, has the back page of its *Fighting Sons of the Navy Blue* covered with famous quotations from naval history, such as Farragut's famed "Damn the torpedoes, full speed ahead!"

* * *

•Tom Jones, Wilkes-Barre (Pa.) tuba player, has written four marches, "The American Aviator," "The American Marine," "The American Navy" and "The American Soldier." Two of his sons are members of the U. S. Army Band at West Point and the third son is bugle instructor at Fort Dix.

* * *

Songs and Such

WE'LL MEET AT THE END OF THE RAINBOW and *Reuben's Gone Cuban* are being published and pushed by Braun Music.

Needlenose, published by Apex Music, gets some impetus from an Artie Shaw recording.

Vos Vokt Her, Acme Music's novelty tune, set for waxing on several different transcription labels.

All I Need Is You, by Peter De Rose, Benny Davis and Mitchell Parish, will be premed on the networks late this month. Robbins is publishing.

Plain Mister Yank, by Hunter Reynolds, has been published by Skokie Music, Chicago.

* * *

Drive is on to have "Hats Off to MacArthur" adopted as official song for the "MacArthur Day" celebration, skedded to be held some time this summer. Paull-Pioneer published.

* * *

Philly Pickings

HARRY GOODMAN taking a fancy to Pinky Shugard's *B. G. Vignette*, wanting it for brother Benny. Tune is fashioned on the two musical notes in the title and originally written in honor of Benedict Gimbel, president of WIP, where Shugard is musical arranger.

Robert W. Troup Jr., *Daddy* composer, has been commissioned second lieutenant in the U. S. Marines.

Moe Jaffe's modernization of the classics, which he calls *If You Are But a Dream*, will be introduced on wax by Jimmy Dorsey.

Coke Show Done; Grief in Orkdom

NEW YORK, April 11.—May 2 the Coca-Cola *Spotlight Bands* air show will be no more, the sponsor having decided that business is no longer good enough for him to shell out that kind of fancy coin. First inkling that the elaborate band and disk-building show might not be renewed was expressed in *The Billboard* a month ago, and final confirmation of *The Billboard* story was given this week.

Loss to network bands and dikers will be keenly felt, but a major loss will be to Music Corporation of America, which has had exclusive booking rights and also has been conducting the retail record sales survey by means of which weekly winners have been determined. All this has meant extra moolah for MCA, to say nothing of added power in the biz.

In announcing the finish of the show, Coca-Cola blamed "general business conditions" rather than the rumored sugar shortage. To the bands which have been grabbing off the lucrative 15-minute and occasional half-hour shots, it will mean less sugar, all right, but of a different nature.

SEES BIG YEAR FOR ORKS

(Continued from page 19)

in accordance with importance of attraction. Hence it is possible for a Joe Pedurba to pull a well-filled house at Trenton and gross $1,000, whereas Kay Kyser can come in under the altered seating plan, draw nowhere near four times as many people, but gross $4,000.

Listing current season's grosses at Trenton, Evans points out Harry James as surprise draw of them all, doing $4,004, second only to Kyser for the season thus far.

Evans's Trenton figures follow:

Oct.	5	Tommy Dorsey, $3,142.
	12	Bobby Byrne, $1,749.
	19	Mitchell Ayres (plus Henry Armetta), $2,500.
	26	Charlie Barnet, $1,942.
Nov.	2	Ella Fitzgerald, $1,539.
	9	Jan Savitt, $1,600.
	16	Count Basie, $2,031.
	23	Tommy Tucker, $1,869.
	30	Charlie Spivak, $2,100.
Dec.	7	Raymond Scott, $1,196.
	14	Cab Calloway, $1,944.
Jan.	4	Frankie Masters, $1,693.
	11	Sue Ray Hutton, $1,742.
Feb.	1	Harry James, $4,004.
	15	Alvino Rey, $2,400.
Mar.	1	Woody Herman, $2,528
	15	Tony Pastor, $1,429.
Apr.	4	Ray Kinney, $4,037 (Saturday).

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Orchestra Notes

Of Maestri and Men

CHARLIE STONE has left MCA's press department to join TOMMY TUCKER as record promotion, publicity and continuity writer, replacing Lige McKelvy, who has enlisted in the army. . . . SAM DONAHUE will probably go into Top Hat, Union City, N. J., next month for his first metropolitan location. . . . The "Swing Battle of the Sexes" between FLETCHER HENDERSON and INTERNATIONAL SWEETHEARTS OF RHYTHM orks netted $1,800 at Harrisburg, its first date. . . . JAN SAVITT playing around Wyoming. . . . TOMMY DORSEY drew 4,000 people in a one-nighter at St. Paul on his way East a few weeks ago. . . . JOE, PALMER, whose band recently set a few records at Tantilla Gardens, Richmond, Va., has been drafted. . . . EDDIE VARZOS closed at Park Lane Hotel, St. Louis, and went into Providence-Biltmore Hotel, Providence. Will be in Providence indefinitely. . . . RUSS CARLYLE, former BLUE BARON singer, has signed with Stan Zucker Agency, which will book him and his 12-piece ork. Band plays at Wesleyan College April 17 and 18. . . . HAL ZIEGER, of the Cleveland Zucker office, booked a location at the Zanzibar Club, Evansville, Ind. Owner of club is a Mr. Zarzahour. The Z's have it there, and the band, THELMA AN DHER STARLIT HOUR MUSIC, figure they should change it to ZELMA. . . . MOUSIE POWELL, having completed a tour of New York's presentation houses, has been booked into Kernel Al Mercur's Nut House, Pittsburgh, for an indef stretch. Opens April 15. . . . MILT HERTH signed for a series of 35 Sinclair transcriptions. . . . DREXEL LAMB, who opened at Roseland Inn, Jackson, Mich., August 19, does not close there until June 21. . . . DON (HUKI) FERRARA and His Alabans drew a few holdovers at Hotel Pick Ohio, Youngstown, O. . . . HAL MUNRO extended until May 1 at Battle House, Mobile, Ala.

* * *

Midwest Melange

JOHN KIRBY returns to Ambassador East's Pump Room, Chicago, May 9, following Matty Malneck. . . . LOU BROWNIE, who recently left CRA's sales force in Chicago, is playing with his small band at Chez Paree, Chicago, on Mondays. . . . RAMON RAMOS winds up a season's run at Drake Hotel, Chicago, Sunday (12) and will be followed by VAL ERNIE. Ramos is set for Penobscot Club, Detroit, beginning April 24. . . . ELLEN CONNOR will be the warbler with VINCENT BRAGALE during his return run at Congress Hotel, opening April 14. . . . JULIE SHERWIN, former canary with JOHNNY (SCAT) DAVIS, is now with KAY KYSER, billed as JULIE CONWAY. . . . SAMMY KAYE donated a public-address system to the soldiers at Fort Sheridan, Ill., while appearing in Chicago last week. . . . DICK JURGENS is all set to return to Aragon Ballroom, Chicago, but not before Christmas Day.

* * *

Atlantic Whisperings

LES BROWN, making his first appearance in these parts in many years, takes in the Villanova (Pa.) College Prom April 24; Brookline Country Club, Philadelphia, and Arena, Trenton, N. J., on the 26th. . . . JIMMIE ROBINSON set at Carlisle Grill, Allentown, Pa. . . . KITTY HEMLING brings her all-girl band to Sun Ray Gardens, Philadelphia. . . . EDDY MORGAN running into a second year at Ritz-Carlton Hotel's Merry-Go-Round, Atlantic City. . . . HERMAN SCOTT, trumpeter in Clarence Fuhrman's KYW crew in Philadelphia, named vice-presidential running mate to maestro JON ARTHURS on the Dance Band ticket in local musicians' union elections. . . . JIMMIE LEONARD at Thomasville Inn, York, Pa. . . . VIOLA KLAISS, who has been ill since sudden death of her husband some weeks ago, is recuperating in Atlantic City and expects soon to be able to return to Philadelphia and reorganize her all-girl band. . . . BOB CHESTER, in taking in the Easter dance at Valencia Ballroom, York, Pa., introduced ELISE COOPER, formerly with Eddie DeLange, as canary replacement for Betty Bradley. Also added a new male vocal trio in WILLAM KNAUB, EUGENE KNAUB and ROBERT GIBBONS, all York (Pa.) lads. . . . ROXY REIP draws a holdover at the Hotel Traylor, Allentown, Pa. . . . CHARLES ACETO, who formerly fronted the Streamline Swing Band, Camden (N. J.) combo, joins an artillery battery at Fort Bragg, N. C. . . . STEVE BERNARD takes over the bandstand at the Cabanna, Reading, Pa. . . . MOE GALE, Gotham booking chief, giving a favorable nod to GLORIA MANN, vocalist with KENNY SHAFER, at Lou's Moravian Inn, Philadelphia. She will step out as a single under the Gale aegis. . . . BOB JOHNSON next at Hotel Tilghman, Allentown, Pa. . . . BOB SHERLEY set at Barclay Ballroom, Philadelphia. . . . LOU BEAL a fixture at the 41 Club, Maple Shade, N. J. . . . GLADYS TELL, of the Tell Sisters, Philadelphia singing trio, slotted to join RAY McKINLEY for the song chores. . . . ROY ELDRIDGE, according to reports, will get another crack at leading his own band, but it will be another season or so before he leaves GENE KRUPA.

The Billboard's

FIFTH ANNUAL

COLLEGE MUSIC POLL

The Only Authoritative and Comprehensive Survey of the Popular Band Scene as Pulsed Thru the Leading Colleges of the Country.

THE MOST POPULAR BANDS
THOSE LIKELY TO SUCCEED THIS YEAR
HOW THE WAR HAS AFFECTED BANDDOM
THE LEADING BAND CANARIES

ALL COMING UP IN EARLY ISSUES OF THE BILLBOARD

No Iturbi, He

DETROIT, April 11.—Biggest publicity break of Jay McShann's career got away, like the well-known fish. Seems his valet was arrested here for driving the wrong way on a one-way street. McShann rushed down to the courthouse to bail the fellow out, and made quite an issue of the fact that the culprit was, after all, his, McShann's valet. The judge told McShann, "If you're really such a great band leader, bring your bunch down here and play for me." Instead of agreeing, tipping off newspapers and getting the kind of publicity press agents dream about, McShann politely declined, saying the union wouldn't allow him to make such an appearance.

Basie, Long Gather Philly Area's Coin

PHILADELPHIA, April 11.—Two of the three major dance promotions in the area over the Easter holiday proved money-makers, while the third was a total flop. Biggest click was registered by Count Basie (7) at Convention Hall, Camden, N. J. Marked the first time for big name dances, with Reese Du Pree, local promoter, sponsoring. With ducats at $1.10, Basie attracted a fat $2,200. At least one-third of the crowd was white, and band went over terrifically. Du Pree plans other promotions there.

Monday (6), Horace Henderson proved a dud at Du Pree's Strand Ballroom here. With tickets at 50 cents before 10 p.m. and 60 cents thereafter, only 149 passed the turnstiles, for a negative $78. Band failed to arouse any enthusiasm.

Johnny Long made an excellent showing Saturday (4) at Brookline Country Club for Jimmy Martin and Tom Cavanaugh. With ducats peddled in pairs at $2, Long brought in a neat net of $840. Band was well received. Blue Barron takes over tonight (11), with Mal Hallett skedded for April 18 and Les Brown April 25.

Chi Music Org Does Okay With Annual Feed, Show

CHICAGO, April 11.—Chi chapter of the Professional Music Men, Inc., staged its annual Tin Pan Alley ball at Morrison Hotel Monday (6) to an estimated gross of $1,200. House was big, considering the rainy weather. Entertainment and Recreation Division of the Chicago Commission of National Defense will receive 25 per cent of the proceeds.

Among entertainers who appeared were Victor Jory, Slyvia Sidney, Luther Adler, Jackie Miles, Jackie Green, Edna O'Dell, Dick Gordon, Frank Payne, Charles Althoff, Wessna Brothers, Carl Freed, Danny Thomas, Joanne Jordan, Arthur Lee Simpkins, Jeanette Davis, Vera Lane, Diane Barry, Bill Baird, Dolly Kay and Phil Phillips. Erwin Barg, of Miller Music, was chairman.

Will Rebuild Plantation, Use Other Spot Meanwhile

DALLAS, April 11.—Plan for rebuilding the Plantation night club, destroyed by fire March 28, is announced by owners Joseph Landwehr and Dick Wheeler. Fire caused $23,000 loss. In fire of the Plantation at Houston two years ago Landwehr and Wheeler suffered $30,000 loss.

Operators have leased the Sylvan Club from Jim Threatt and have moved over show and ork to continue Plantation policy, pending rebuilding. Except for bass violin, Hal Howard's ork lost all instruments in fire, and local AFM has loaned band instruments for Sylvan stand. Under policy, Sylvan will continue soldier and date free on Sundays and will hold regular Monday night jamboree at near-by Camp Wolters.

Welk Takes Two Nights Off For One-Niters; Gross 3G

CHICAGO, April 11.—Lawrence Welk, filling in with one-nighters during his off nights at the Trianon here, grossed $3,100 in dates this week. He played the Crystal Ballroom, Coloma, Mich., Saturday (4) to 1,870 people at $1 each. Monday (6) he grossed $1,230 at the Modernistic Ballroom, Clinton, Ia., paid by 1,486 persons. Tickets were scaled at 85 cents and $1.

AFM Does Whirl Act on Amateur Musiker Issue

CHICAGO, April 11.—Some 103 community civilian morale chairmen have been informed by Alfred G. Rackett, first assistant locally to James Petrillo, head of the AFM and president of the Chi local, that amateur musicians cannot be used for defense rallies. The battle between the local and defense headquarters flared up last month when an amateur band was stopped from playing at a patriotic meeting. However, Petrillo reversed the local's decision. Rackett's action, taken Tuesday (7), is looked upon as a new order issued by Petrillo.

He told the defense men that music for rallies should be bought and paid for and that the union considers demands for the use of amateur musicians unjustifiable.

"Student bandsmen," he said, "should be home studying their lessons at night instead of playing at block meetings or other rallies. It has been suggested in some high places that every American should use his spare time to attend patriotic rallies and give free services according to his ability. This does not apply to us. We have no spare time in the evening. We work from 8 p.m. to 2 a.m." He added that the AFM displays its patriotism by buying bonds and stamps and by permitting members to entertain in army camps and naval training stations free of charge. The local has also okayed free appearances of bands at the Service Center here.

Howard Lyons, of the Music Industries War Council, defended the use of school bands. "It would be a crime not to let these children serve their country with the tool they know best how to use—music," he said.

Exodus of Musikers For Army Is Big

NEW YORK, April 11.—Thousands of American musicians were drafted or enlisted in the last World War, and musician leaders expect an even greater number before the current war ends.

Already, New York Local 802 has lost 600 members to the armed forces, and other big-city locals report large numbers going into the service. Many of the musicians in the armed forces eventually provide musical entertainment at service shows and dances, but the number in marching bands has decreased compared to the last war. It is pointed out that modern mechanization of the army has made the old familiar marching bands not so necessary.

During World War I John Philip Sousa organized scores of brass bands for the navy, and had 3,500 musicians in the service on the Great Lakes alone. Walter Damrosch went to Europe and organized many army bands. General Pershing had his own band of 125, and Jim Europe had a band of 100 colored men, which stuck together after the war and toured ballrooms and parks. Many of the musicians returning from the war formed their own branches of the American Legion in New York, Chicago, Los Angeles and other big cities.

At present, the various camps and naval and air bases find it unnecessary to build up their own bands because of the willingness of traveling and local civilian bands to volunteer to play at various functions and entertainments given for draftees and enlistees.

It is expected that more musician-soldiers will be pressed into soldier-bands as the troops go overseas.

EMILIO CACERES

World's Foremost Swing Violinist and his *New Victor Recording Orchestra* now at CLUB SAN DIEGO, DETROIT, MICH.

SNOOKUM RUSSELL

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Orchestra Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

ABBREVIATIONS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—roadhouse; re—restaurant; s—showboat; t—theater.

(Routes are for current week when no dates are given.)

A

Abbe, Vic (Stuyvesant) Buffalo, h.
Akin, Bill (Wolford) Danville, Ill., h.
Alexander, Will (Hillcrest) Toledo, O., h.
Allen, Vic (Lawrence) Erie, Pa., h.
Allan, Bob (Arcadia Grill) Canton, O., nc.
Allen, Red (Club 181) NYC, nc.
Alpert, Mickey (Cocoanut Grove) Boston, nc.
Andre, Russ (President) Atlantic City, h.
Armstrong, Louis (Casa Manana) Culver City, Calif., nc.
Arthur, Leonard (Roadside Rest) Oceanside, L. I., N. Y., ro.
Astor, Bob (The Top) Boston 18-May 3, nc.
Ayers, Ralston (Congress) Pueblo, Col., h.
Ayres, Mitchell (Pelham Heath Inn) Bronx, N. Y., nc.

B

Bailey, Layton (Wardman Park) Washington, h.
Barnett, Arne (Harry's New Yorker) Chi, nc.
Baron, Paul (Muehlebach) Kansas City, Mo., h.
Barron, Blue (Empire) Fall River, Mass., 14-16, t; (State) Hartford, Conn., 17-19, t; (Rhodes-on-Pawtuxet) Providence 20-22.
Bartal, Jeno (Lexington) NYC, h.
Basie, Count (Adams) Newark, N. J., 12-15, t; (RKO-Boston) Boston 17-22, t.
Basile, Joe (Circus) Providence; (Circus) Hartford, Conn., 20-25.
Bates, Angie (Daniero's) Belle Vernon, Pa., nc.
Baum, Charlie (Stork Club) NYC, nc.
Beck, Buddy (Indiana State) Terre Haute, Ind., h.
Becker, Bubbles (Henry Grady) Atlanta, Ga., h.
Beckner, Denny (Van Cleve) Dayton, O., h.
Bennett, Larry (Hickory House) NYC, nc.
Benson, Bill (Canyons) Wichita, Kan., nc.
Bergere, Maximillian (Versailles) NYC, nc.
Bishop, Billy (Southern Mansion) Kansas City, Mo., nc.
Bizony, Bela (Pierre) NYC, h.
Borr, Mischa (Waldorf-Astoria) NYC, h.
Bowman, Charles (Wivel) NYC, re.
Bragale, Vincent (Congress) Chi, h.
Brandwynne, Nat (Copacabana) NYC, nc.
Breese, Lou (Century) Buffalo 17-23, t.
Brigode, Ace (Wavely) Beloit, Wis., 17, b; (Paramount) Hammond, Ind., 19, t; (Hollywood) Kalamazoo, Mich., 20-25, nc.
Bruno, Anthony (Latin Quarter) Boston, nc.
Burns, Cliff (Mariemont Inn) Cincinnati.
Byrne, Bobby (Plymouth) Worcester, Mass., 12-15, t.

C

Cabin Boys (Faust) Peoria, Ill., nc.
Caceres, Emilio (San Diego) Detroit, nc.
Calloway, Cab (Sherman) Chi, h.
Campbell, Jack (Jupiter Island) Hobe Sound, Fla., nc.
Capello, Joe (Jimmy Kelly's) NYC, nc.
Cappo, Joe (Knickerbocker Gardens) Flint, Mich., c.
Carlos, Don (Club Gaucho) NYC, nc.
Carlyle, Lyle (Wolverine) Detroit, h.
Carr, Al (La Marquise) NYC, nc.
Carroll, Irv (Dempsey's) NYC, re.
Cavallaro, Carmen (Cleveland) Cleveland, h.
Chiappelle, Joe (Jimmy Kelly's) NYC, nc.
Childs, Reggie (Netherland Plaza) Cincinnati, h.
Chiquito (El Morocco) NYC, nc.
Claridge, Gay (Merry Garden) Chi, b.
Clarke, Buddy (Park Central) NYC, h.
Coleman, Emil (La Martinique) NYC, nc.
Collins, Bernie (Newman's Lake House) Saratoga, N. Y., nc.
Conde, Art (Homestead) NYC, h.
Conniff, Ray (Nick's) NYC, nc.
Cox, Charlie (Patio) Cincinnati, nc.
Cugat, Xavier (Palace) Cleveland, t.
Curbello, Herbert (La Martinique) NYC, nc.

D

D'Arcy, Phil (Monte Carlo Beach) NYC, nc.
Davis, Eddie (Larue's) NYC, re.
Davis, Manny (Nomad) Atlantic City, nc.
Delman, Cy (Richmond) Augusta, Ga., h.
Dennis, Dave (Hurricane) NYC, nc.
Donahue, Al (Palace) San Francisco, h.
Donrigues, Juan (Rogers Corner) NYC, nc.
Dorsey, Jimmy (Pennsylvania) NYC, h.
Dorsey, Tommy (Paramount) NYC, t.
Drake, Edgar (Washington-Youree) Shreveport, La., h.
Duchin, Eddy (Palmer House) Chi, h.
Dunham, Sonny (Palladium) Los Angeles, b.
Dunsmoor, Eddy (Eastman) Hot Springs, Ark., h.
DuPont, Ann (New Colonial) Pittsburgh, h.

E

Eddy, Ted (Iceland) NYC, nc.
Ellington, Duke (Trianon) South Gate, Calif., b.
Engel, Freddy (University) Albany, N. Y., nc.
Ernie, Val (Drake) Chi, h.
Estlow, Bert (Ambassador) Atlantic City, h.

F

Farber, Burt (Beverly Hills) Newport, Ky., cc.
Ferrera, Don (Airway) Cleveland 14-30, nc.
Fields, Eddie (Cotton Ball Casino) Grand Rapids, Mich., nc.
Fischer, Darrell (Diamond Mirror) Passaic, N. J., nc.
Fisher, Freddie (Riviera) Columbus, O., nc.
Fisher, Mark (5100 Club) Chi, nc.
Fitzgerald, Ella (Nu-Elm) Youngstown, O., 15, b; (Trianon) Cleveland 16, b; (Buffalo) Buffalo 17-23, t.
Fiora, Jimmy (Pennsylvania) NYC, h.
Flynn, Tommy (Chez Ami) Buffalo, nc.
Foster, Chuck (Stevens) Chi, h.
Franklin, Buddy (Chez Paree) Chi, nc.

G

Gamble, Jimmy (Bill Green's) Pittsburgh, nc.
Garber, Jan (Chase) St. Louis, h.
Gasparre, Dick (Plaza) NYC, h.
Genovese, Vince (Paramount) Centralia, Ill., nc.
Gilberto (Havana-Madrid) NYC, nc.
Glenn, Donna (Miami Gardens) Jasper, Ind., nc.
Golly, Cecil (Schroeder) Milwaukee, h.
Goodman, Benny (Earle) Phila, t.
Gordon, Don (Olde Cedar Inn) Brookhaven, N. Y., ro.
Gordon, Jack (Blue Mirror) Baltimore, nc.
Gray, Chauncey (El Morocco) NYC, nc.
Gray, Glen (Meadowbrook) Cedar Grove, N. J., nc.
Grayson, Hal (Ohio) Youngstown, O., h.
Grant, Bob (Savoy-Plaza) NYC, h.
Greene, Murray (Horseshoe) Sunnyside, L. I., N. Y., c.
Grimes, Don (DeSoto) Savannah, Ga., h.

H

Hale, Tiger: Memphis, Tenn., 17-25.
Harpa, Daryl (Rumba Casino) Chi, nc.
Harris, Jack (La Conga) NYC, nc.
Harrison, Ford (St. Moritz) NYC, h.
Harvey, Ned (Queens Terrace) Woodside, L. I., N. Y., nc.
Haywood, Eddie (Village Vanguard) NYC, c.
Heath, Andy (Flitch's Cafe) Wilmington, Del., nc.
Herbeck, Ray (Donahue's) Mountainside, N. J., nc.
Herman, Woody (New Yorker) NYC, h.
Hill, Tiny (Coliseum) Benld, Ill., 15, b; (Grand) Chatsworth 16, b; (Palais Royale) South Bend, Ind., 17; (Crystal) Coloma, Mich., 18, b.
Hinds, Billy (Schenley) Pittsburgh, h.
Hoff, Carl (Century) Buffalo 10-16, t.
Hoff, Rudy (Piccadilly) Pensacola, Fla., nc.
Holst, Ernie (Savoy-Plaza) NYC, h.

J

Jelesnik, Eugene (Music Bar) NYC, nc.
Jerome, Henry (Childs' Paramount) NYC, re.
Jerret, Nick (Kelly's Stables) NYC, nc.
Johnson, Wally (Lookout House) Covington, Ky., nc.
Joy, Jimmy (Bismarck) Chi, h.
Jurgens, Dick (Totem Pole) Auburndale, Mass., b.

K

Kardos, Gene (Zimmerman's Hungaria) NYC, re.
Karson, Maria, Musicales (Woodruff) Joliet, Ill., h.
Kassel, Art (Riverside) Milwaukee 12-16, t; La Fayette, Ind., 17; Terre Haute 18; (Orpheum) Davenport, Ia., 21-23, t.
Kay, Chris (Casino Russe) NYC, nc.
Kaye, Georgie (Hollywood) Bridgeport, Conn., re.
Kaye, Sammy (Michigan) Detroit 12-16, t; (Orpheum) Minneapolis, t.
Kent, Peter (New Yorker) NYC, h.
King, Henry (Edgewater Beach) Chi, h.
King, Teddy (Emerson) Baltimore, h.
King, Wayne (Paramount) Toledo, O., t.
Knight, Bob (Monte Carlo) NYC, nc.
Korn Kobblers (Flagship) Union, N. J., nc.
Kraemer, Howard (Chanticleer) Madison, Wis., nc.
Krupa, Gene (Riverside) Milwaukee 17-23, t.
Kuhn, Dick (Astor) NYC, h.
Kyser, Kay (Chicago) Chi 17-23, t.

L

Labrie, Lloyd (Springhurst) Lexington, Ky., cc.
Lally, Howard (Belmont Plaza) NYC, h.
Lamb, Drexel (Roseland Inn) Jackson, Mich., ro.
Lande, Jules (Ambassador) NYC, h.
Lane, Tony (Canary Cage) Corona, L. I., N. Y., nc.
Lang, Don (Colosimo's) Chi, nc.
Lang, Lou (Belvedere) NYC, h.
Lapin, Howard (Ritz-Carlton) Phila, h.
LaPorte, Joe (Old Roumanian) NYC, re.
Lazaro, Ramon (Park Central) NYC, h.
LeRoy, Howard (Iroquois Gardens) Louisville, nc.
Lewis, Eddie (Country Club) Bartlesville, Okla., 18; (Meadow Acres) Topeka, Kan., 19.
Lewis, Bobby (Kelly's Stable) NYC, nc.
Lewis, Ted (Bal Tabarin) San Francisco, nc.
Lombardo, Guy (Metropolitan) Providence 17-19, t; (Plymouth) Worcester, Mass., 20-22, t.
Long, Johnny (Roosevelt) New Orleans, h.
Lopa, Joe (Sutton) NYC, h.
Lopez, Oscar (Five o'Clock) Miami, nc.
Lopez, Vincent (Taft) NYC, h.
Lucas, Clyde (Roseland) NYC, b.
Lunceford, Jimmie (Colonade) Washington 15; (Armory) Baltimore 16; (Strand) Phila 17, b; (Snell's) Syracuse 19; (Graystone) Detroit 20, b.

M

McCune, Bill (Hollenden) Cleveland, h.
McFarland Twins (The Summit) Baltimore, h.
McGee, Johnny (Top Hat) Union, N. J., nc.
McGurie, Betty (Spinning Wheel) Marysboro, Ill., nc.
McIntire, Lani (Lexington) NYC, h.
McKinley, Ray (Commodore) NYC, h.
McShann, Jay (Savoy) NYC 12-16, b; (Apollo) NYC 17-23, t.
MacKenzie, Jimmy (El Dorado) Cleveland, nc.
Madriguera, Enric (Biltmore) NYC, h.
Magee, Marty (Claridge) Atlantic City, h.
Makula, Juan (Rumba Casino) Chi, nc.
Malneck, Matty (Ambassador East) Chi, h.
Manzanares, Jose (La Salle) Chi, h.
Marconi, Pete (Caravan) NYC, nc.
Martel, Gus (St. Regis) NYC, h.
Marti, Frank (Copacabana) NYC, nc.
Martin, Dave (St. George) Brooklyn, h.
Martin, Freddy (Waldorf-Astoria) NYC, h.
Martin, Lou (Leon & Eddie's) NYC, nc.
Marvin, Mel (Bill Green's) Pittsburgh, nc.
Matthey, Nicholas (Casino Russe) NYC, nc.
Marx, Chico (RKO-Keith) Boston, t.
Maya, Froilan (Havana-Madrid) NYC, nc.
Melba, Stanley (Pierre) NYC, h.
Messner, Johnny (McAlpin) NYC, nc.
Miller, Glenn (20th Century-Fox Studios) Hollywood, Calif.
Miller, Jay (Freddie's) Cleveland, nc.
Millinder, Lucky (City) Birmingham 15, a; (Beale St.) Memphis 16, a; (Dreamland) Little Rock 17, b; (Auditorium) Dallas 18-19.
Milton, Dick (Ray's Place) NYC, re.
Minor, Frank (Red Mill) NYC, nc.
Monahan, Josephine (Whitman) Pueblo, Colo., h.
Monroe, Vaughn (Commodore) NYC, h.
Mooney, Art (Boulevard) Elmhurst, L. I., N. Y., nc.
Morales, Noro (La Conga) NYC, nc.
Morgan, Russ (Keith) Grand Rapids, Mich., t; (Strand) Lansing 19-21, t.
Morris, George (Armando's) NYC, nc.
Morrissey, Harry (Beachcomber) Boston, nc.
Munro, Hal (Battle House) Mobile, Ala., h.

N

Nerida (Leon & Eddie's) NYC, nc.
Nevel, Nik, Trio (Murphy's) Marietta, O., h.
Newton, Frankie (Kelly's Stable) NYC, nc.
Norman, Lee (Famous Door) NYC, nc.
Norvo, Red (Stanley) Pittsburgh, t.

O

Oger, Bill (Lawrence) Erie, Pa., h.
Olman, Val (La Martinique) NYC, nc.
Olsen, George (Palomar) Norfolk, Va., 16, b.
Ossko, Sonya (Commodore) NYC, h.
Owen, Tom: Baldwin, Ia., 15; (Good Fellows Hall) Davenport 16; (White's) Rockville, Wis., 17, b; (Highway Gardens) Stanwood, Ia., 18.

P

Pablo, Don (Palm Beach) Detroit, nc.
Pafumy, Joe (Belmont-Plaza) NYC, h.
Page, Gene (Dixie) Toledo, O., nc.
Paisley, Eddie (Hollywood Beach) Hollywood, Fla., h.
Panchito (Versailles) NYC, nc.
Pancho (Statler) Detroit, h.
Parks, Bobby (Astor) NYC, h.
Paul, Toasty (Avalon) Chi, b.
Pearl, Ray (Madura's) Hammond, Ind., nc.
Pineapple, Johnny (Rogers Corner) NYC, nc.
Plumer, Joe (Slapsy Maxie's) Los Angeles, nc.
Powell, Walter (Nut Club) Millvale, Pa., nc.
Prima, Louis (Syracuse) Syracuse, N. Y., h.
Pritchard, Dave (Bismarck) Chi, h.
Prussin, Sid (Diamond Horseshoe) NYC, nc.

Q

Quintero, Bobby (Hurricane) NYC, nc.

R

Raeburn, Boyd (Tunetown) St. Louis 14-25, b.
Ravazza, Carl (Peabody) Memphis, Tenn., 3-24, h.
Reichman, Joe (Roosevelt) New Orleans, h.
Reid, Morton (St. Regis) NYC, h.
Reid, Ron (Rainbow) Denver, h.
Reisman, Leo (Rainbow Room) NYC, nc.
Rey, Alvino (Buffalo) Buffalo 13-16, t; (Palace) Youngstown, O., 17-20, t; (Palace) Akron 21-23.
Reynolds, Tommy (School) Millsboro, Del., 15; (Siena College) Loudonville, N. Y., 17.
Rizzo, Vincent (Swan Club) Phila, nc.
Roberts, Eddie (Lido) NYC, h.
Robinson, Les (Jimmie's) Miami, nc.
Rodrigo, Nano (Frolic) Miami, nc.
Rogers, Dick (Trocadero) Henderson, Ky., 17-20, nc.
Rogers, Harry (Half Moon) Brooklyn, h.
Rosado, Jose (Blackhawk) Chi, nc.
Rotonda, Peter (Commodore) NYC, h.
Russell, Elliot (Penn Atlantic) Atlantic City, h.
Russell, Snookum: Davenport, Ia., 18; Waterloo 20.

S

Salazar, Lou (Beachcomber) NYC, nc.
Sanders, Sid (Rainbow Inn) NYC, nc.
Saunders, Hal (St. Regis) NYC, h.
Savitt, Jan (Prom) St. Paul 15, b; (Laramar) Ft. Dodge, Ia., 16, b; (Univ. of Ia.) Iowa City 17; (State College) Ames 18; (Turnpike Casino) Lincoln 19.
Scholly, Louella (Northland) Green Bay, Wis., h.
Scott, Raymond (Blue Gardens) Armonk, N. Y., nc.
Siegel, Irving (Silbernagel's) Marshfield, Wis., nc.
Seiger, Rudy (Fairmont) San Francisco, h.
Senators, The (Biltmore) Providence, h.
Shaw, Maurice (Chateau Moderne) NYC, nc.
Shevlin, Pat (Embassy) Phila, nc.
Sissle, Noble (Diamond Horseshoe) NYC, nc.
Smith, Bob (Ka-See's) Toledo, O., nc.
Smith, Russ (Rainbow Grill) NYC, nc.
Snider, Billy (Glenn Rendezvous) Newport, Ky., nc.
South, Eddie (Cafe Society Uptown) NYC, nc.
Sparr, Paul (St. Regis) NYC, h.
Specter, Ira (Chateau Moderne) NYC, nc.
Spivak, Charlie (Aud.) London, Ont., Can., 15; (Trianon) Toledo, O., 16, b; (Purdue Univ.) La Fayette, Ind., 17; (Univ. of Mo.) Columbia 18.
Springer, Ralph (Trelon) Pittsburgh, c.
Squires, Four (Colonnade) Canton, O., nc.
Stabile, Dick (Strand) NYC 10-24, t.
Stanford, Stan (Minnie) Marquette, Mich., nc.
Stanley, Red (Charlie Foy's) Los Angeles, nc.
Stoner, Jules (18 Club) NYC, nc.
Straeter, Ted (Pete's Monte Carlo) NYC, nc.
Strand, Manny (Earl Carroll's) Los Angeles, nc.
Strong, Bob (Castle Farm) Cincinnati 18, nc.
Sullivan, Mickey (Lido) Worcester, Mass., nc.
Sylvio, Don (Bertolotti's) NYC, nc.

T

Tanassy, Cornel (Kern's) NYC, nc.
Terrace Boys (Cora & Irene's) NYC, nc.
Thomson, Billy (Plantation) Niagara Falls, N. Y., nc.
Thornhill, Claude (Palladium) Los Angeles, b.
Trace, Al (Happy Hour) Minneapolis, nc.
Tucker, Orrin (Aragon) Chi, b.
Tucker, Tommy (Essex House) NYC, h.

V

Varrell, Tommy (Club Bali) Brooklyn, nc.
Varzos, Eddie (Park Plaza) St. Louis, h.
Venuti, Joe (Gloria) Columbus, O., nc.

W

Wald, Jerry (Lincoln) NYC, h.
Walsh, Frank (Palace) San Francisco, h.
Wasson, Hal (Royale) Savannah, Ga., nc.
Weeks, Ranny (Mayfair) Boston, nc.
Weems, Ted (Blackhawk) Chi, nc.
Welch, Bernie (Graystone) Lima, O., nc.
Welk, Lawrence (Trianon) Chi, b.
Wendell, Connie (Charley Stark's Grotto) Abilene, Tex., nc.
Whiteman, Paul (Golden Gate) San Francisco 22-28, t.
Williams, Claude (Kelly's Stables) NYC, nc.
Williams, Griff (Copley Plaza) Boston, h.
Williams, Sande (Warwick) NYC, h.
Wright, Charlie (Versailles) Miami, nc.

X

Xavier, Buddy (St. Bernadette's Hall) Brooklyn.

Y

Yellman, Duke (Brown Derby) Chi, nc.
Young, Eddie (Heidelberg) Jackson, Miss., h.

Z

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Bands on Tour—Advance Dates

TOMMY REYNOLDS: Hotel Plaza, New York, April 24; Menora Temple, Brooklyn, 25; Springfield College, Holyoke, Mass., May 1; Essex House, New York, 2; Babbs Amusement Park, Southwick, Mass., 3.

JIMMIE LUNCEFORD: Graystone Ballroom, Cincinnati, April 21; University of Pittsburgh Alumni Dance, Erie, Pa., 23; Capitol Ballroom, Steubenville, O., 28; Armory, Louisville, 29.

ELLA FITZGERALD: Buffalo Theater, Buffalo, April 17-23; Regal Theater, Chicago, 24 (week).

ERSKINE HAWKINS: Arena, New Haven, Conn., April 24; Plymouth Theater, Worcester, Mass., 27-29; Metropolitan Theater, Boston, 30 (week); Poli Theater, Waterbury, Conn., 7-8; Paramount Theater, New Britain, Conn., 9; Paramount Theater, Holyoke, Mass., 10.

LUCKY MILLINDER: Library Auditorium, San Antonio, April 20; Cotton Club, Port Arthur, Tex., 22; City Auditorium, Houston, 23; City Auditorium, Galveston, Tex., 24; Rhythm Club, New Orleans, 25-26; Temple Roof Garden, Baton Rouge, La., 27; Palace Theater, Shreveport, La., 29; Auditorium, Tulsa, Okla., 30.

JAY McSHANN: Apollo Theater, New York, April 17 (week).

LOU BREESE: Century Theater, Buffalo, April 17 (week); Netherland Plaza Hotel, Cincinnati, 24; Stratford Theater, Chicago, 25; Capitol Theater, Madison, Wis., 28; Richmond Theater, Richmond, Ind., May 2-3.

DEL COURTNEY: Orpheum Theater, Omaha, April 17 (week); Coronado Theater, Rockford, Ill., 25-26; Coliseum Ballroom, Davenport, Ia., 29; Orpheum Theater, Springfield, Ill., May 1-2.

BENNY GOODMAN: Palace Theater, Akron, April 17-20; Palace Theater, Youngstown, O., 21-23; 20th Century Theater, Buffalo, 24 (week); State Theater, Hartford, Conn., May 1-3; Plymouth Theater, Worcester, Mass., 4-6; Palace Theater, Providence, 8-10; Lyric Theater, Bridgeport, Conn., 11-13.

LOCAL 802 PROSPERED

(Continued from page 19)

the general fund, Suber stated, was elimination of the traveling band radio stand-by fee, which netted the local $23,715 last year. Regulation was tossed out of the books at the last AFM convention.

Highest item of disbursement was the relief roll, which paid $277,000 for picketing of unfair spots. (It also cost $1,360 to store the picket signs.) Group insurance payments amounted to $155,788; salaries of officials, $134,640; board and committee payments, $37,419; operation of office, $61,139; costs of official journal, $22,700; operation of collection and escrow department, $10,040. Group medical insurance for indigent members cost $30,000. Out of $1,811 advanced to stranded members, $1,236 was paid back.

Local's assets consist of $280,249 in the bank, $43,397 in investments, $50,000 in Defense Bonds.

ATLANTIC CITY, April 11 — Local 661, AFM, here points out that it was one of the first locals to install benefits for members in the armed forces.

Early in January the measure was suggested by President Alfonso Porcelli and unanimously approved by the membership. Local claims also to have been the first to exempt members in the service from dues payments.

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The Final Curtain

ALLAN—Martha, 47, Canadian actress, playwright, producer and founder of Montreal Repertory Theater, in Victoria, B. C., April 4 after a long illness. She also was connected with the playhouse in Pasadena, Calif. She won acclaim as an actress in *What Fools We Mortals Be* and *All of a Summer's Day* and in 1935 was presented with the Dominion Drama Award for "outstanding service in the development of the Canadian theater." She had been engaged in providing entertainment for troops before her health broke down. Survived by her parents, Sir Montague and Lady Allan. Services and burial in Montreal.

BARNES—Joseph Henry, 51, proprietor of several roller-skating rinks in the Philadelphia area, April 3 in Miami, where he went three months ago to recuperate from an illness. He entered the roller-skating field 20 years ago, opening Adelphia Rink, Philadelphia. Besides the Adelphia, he operated the Rollerdrome in Woodside Park and Skateland in Willow Grove Park. He also conducted dance halls and roller rinks in Wildwood, N. J. Survived by his widow, Beatrice; two sons and a daughter. Services in Philadelphia April 8, with burial in Arlington Cemetery there.

BEDDOE—Mrs. Mary J., 78, widow of Dan Beddoe, former well-known tenor, in Los Angeles April 5. Services and burial in Cincinnati. Survived by a daughter and a son.

BRYANT—Cliff, in Birmingham March 16 after a long illness. Survived by his widow, Maybelle. Burial in Chicago March 20.

BURNS—Jack, 63, former advance agent, April 9 at St. Agnes Hospital, Baltimore, after a short illness following a heart attack. He was for many years assistant to John T. McCaslin, prominent carnival man and booking agent.

CARPENTER—Harry A., pioneer broadcaster of scientific subjects for mass instruction, in Boston suddenly April 5.

CRAIGEN—Maida, 81, retired Shakespearean actress, April 5 in Englewood (N. J.) Hospital. She appeared in the first American production of *Harbor Lights* and played with Richard Mansfield in *Prince Karl*. One of her last engagements was in a revival of Bartley Campbell's *My Partner*. She was one of the founders of the Twelfth Night Club and had been living at the Actors' Fund Home, Englewood. Burial at the Fund plot, Kensico, N. Y.

CROW—James, 33, founder and president of Miami Theater of Fifteen, a stock company, of pneumonia at Coral Gables, Fla.

DAVIS—J. Frank, 71, author of *The Ladder*, religious play staged on Broadway free to the public in 1927, at his home in San Antonio April 6. He also wrote other plays, including *Gold in the Hills*, produced in New York in 1930, and two novels, *The Chinese Label* and *The Road to San Jacinto*. Survived by his widow, Clara.

DeBOW—James, 30, of Texas Exposition Shows, of a heart attack March 8 in San Antonio. Survived by his parents and seven sisters.

DEUTSCHMANN—Fred, 66, former circus man, in a New York hospital March 19 of a heart attack. He was with the old Barnum show and later with the Ringling-Barnum combine. From 1923 to 1939 he was employed at Madison Square Garden, New York. Survived by his widow, three daughters, a brother and a sister. Burial in New York.

EARLE — Florence, legit actress and widow of George Richards, at her New York home April 11. Miss Earle made her stage bow in San Francisco in 1889. She appeared in *Very Good, Eddie*, *Fine and Dandy*, *Farewell to Arms* and other plays. Her last engagement was in *The Women*.

ENGLE—George S., 57, operator of His Private night club, suddenly in Atlantic City.

GLOE—August W., 87, father of the Gloe members of the Gloe-Naidl orchestra, April 4 at the home of a son in Two Rivers, Wis. Survived by two other sons and a daughter.

IN LOVING REMEMBRANCE OF MY BELOVED HUSBAND
FRED N. GARNEAU
Who Passed on April 11, 1941.
You shared my load as we traveled the road side by side.
MIMI GARNEAU

HAMPTON—Charles B. (Red), 43, former elephant trainer, April 5 at his home in Baraboo, Wis., after several years' illness. He was with Ringling Bros. from 1914 to 1918 and then with Ringling-Barnum until 1926. He was with Sells-Floto one season. Survived by his widow, a daughter and four sisters. Services and burial April 8 in Baraboo.

HANFORD — Floyd, 51, formerly of vaude act Myers and Hanford, as a result of a fall from the window of his Chicago home April 5. Survived by widow and daughter.

HELLMAN—Enid, 25, concert, light opera and radio singer, in New York April 3. Services and burial in Milwaukee April 5.

JOY—Boyd P., 69, in the theatrical equipment business, April 5 in a Milwaukee hospital. Survived by his widow and a daughter.

KENT—Herbert, 75, director of Fayette County (Ia.) Fair for more than 50 years, in West Union (Ia.) hospital April 4 of pneumonia. Survived by his widow and a daughter.

IN MEMORIAM
J. L. "LOUIE" LANDES
Gone But Not Forgotten.
April 16, 1939.
MR. AND MRS. CHAS. ROTOLO

McCUNE—Samuel J., 79, president of Jefferson County Agricultural Society, April 3 in Brilliant, O., of a heart attack. Services and burial at Brilliant.

MARGERUM—Brig. Gen. Mahlon Reed, 85, former secretary of the Trenton Fair, Trenton, N. J., April 9 in St. Francis Hospital in that city following an operation for amputation of a leg. A New Jersey State tax expert and former military aide to five governors, General Margerum had been secretary of the fair for 35 years, having held that post until 1936. In 1912 General Margerum was chosen as assistant to the president of a commission appointed by the New Jersey Legislature to arrange for that State's participation in the Panama-Pacific Exposition in San Francisco in 1915. He was placed in charge of the erection and management of the New Jersey State Building. In 1916 he was appointed by the government to transfer the government exhibits from San Francisco to the United States Government Building at the National Exposition of the Republic of Panama, where he took charge of the exhibits. General Margerum's son, Col. J. Fred Margerum, former general manager of the Trenton Fair, died June 7, 1940. Survived by a daughter.

MARTINI—Attilio, 74, head of Martini Theater Enterprises, Galveston, Tex., in Jean Lafitte Hotel, that city, March 29. He opened the Dixie No. 1 Theater, Galveston, in 1910. In 1924 he assumed operation of the Grand Opera House and renamed it the Martini. He then merged with Interstate Circuit of Dallas and remained as general manager of four Galveston theaters. Rites in Galveston April 1. Surviving are a son, Al; three daughters and two brothers.

MONAHAN—Mrs. Anna Frances, mother of P. J. (Kasper) Monahan, dramatic editor of *The Pittsburgh Press*, April 9 at her son's home in Pittsburgh. Survived by two sons and a sister. Burial April 11 in Pittsburgh.

NILSSON—Dr. Victor, 75, veteran music critic of *The Minneapolis Journal*, at his home there April 7. Services April 9, with burial in Lakewood Cemetery, Minneapolis.

PARNELL — Archie, 56, British theatrical agent, in London February 27 of a heart attack. Former booker of Variety Theater Controlling Company and general manager of Daniel Mayer Company, he was last associated with Alfred Zeitlin in the agency business. Survived by two brothers, Wallace, head of Tivoli Circuit in Australia, and Val, booker for General Theaters, England.

PHILLIPS—Freeman S. (Shorty), for years with Miller Bros.' 101 Ranch Show, in Elliot Community Hospital, Keene, N. H., February 26.

PICKARD—George W., 31, announcer at Station WSPD, Cleveland, recently of a glandular ailment. Survived by his parents, widow and daughter.

RUFFY—Mrs. Clara, wife of Charles Ruffy, March 22 in Philadelphia General Hospital.

SANTORO—Ralph, dance studio director in St. Louis and formerly member of the dance team of Santoro and Lorraine, in that city April 5. Burial in New York.

SCOTT—Henri G., 68, former Metropolitan Opera basso, at his home in Hagerstown, Md., April 2. He toured with Caruso in 1908, was engaged by Oscar Hammerstein the following year for five years; then was with the Manhattan Opera and Chicago Opera companies, and from 1915 to 1919 was with the Met. Services and burial in Philadelphia.

SHELLY—Roy, 57, musician, in Alva, Okla., March 1 of a heart attack. He was formerly with the Ernest Harrington, Pop Rentrow and Bob Grandi shows, and his last show connection was with the Harley Sadler Tent Show. Survived by his widow, Essie; a brother and three sisters.

SHIPSTAD—Frank O., father of Ed and Roy Shipstad, of the *Ice Follies*, April 8 in Artesia, Calif. Services April 10 in St. Paul, with burial in Union Cemetery there. Five other sons and a daughter survive.

SMITHSON—Phoebe, 79, known professionally as Phoebe Coyne, at New Rochelle (N. Y.) Hospital. London born, Miss Coyne played the British stage before going to New York, where she appeared in *The Girl From Paris*. She also played in support of Lillian Russell, Ethel Barrymore and Emma Trentini. Last role was in *The Venetian* in 1931. Survived by her husband, Frank, stage director, and two sons.

SONYA—Karl Lea, 30, female impersonator, recently in Australia after being hit by a streetcar. A native of Europe, Sonya came from an old circus family and for a number of years was headlined on the Tivoli Circuit in Australia.

IN LOVING MEMORY OF MY LOVING WIFE
JESSIE EGAN SILVERS
Who Passed Away April 16th, 1941.
DOC E. F. SILVERS

SPILLANE — William J., 54, vice-president and a director of the American News Company, April 7 in Doctor's Hospital, New York, after an illness of two months. A native of Kansas City, Mo., Spillane joined the American News Company branch there in 1902. He later became manager of the company's branch in Vancouver, B. C. He enlisted in the U. S. Army in 1917, and in 1918 on being mustered out of the service he went to Chicago as assistant manager for the company. In 1926 Spillane was appointed superintendent of the organization's Pacific division. He went to New York as office manager in 1927 and in 1933 was elected a member of the board of directors. In 1939 he was elected vice-president. Spillane was widely known thruout the country in the magazine and periodical business. Survived by his widow, two sisters and a brother. Buried in the Gate of Heaven Cemetery, Hawthorne, N. Y.

SPITZER—Mrs. Henry, 35, wife of the general manager of Mayfair Music Corporation, New York, April 4 in Medical Arts Hospital, New York. She also leaves two sons. Burial in Mount Carmel Cemetery, Glendale, Queens, N. Y.

TAYLOR—Charles H., 74, former officer of Indiana Association of County and District Fairs, at his home in Booneville, Ind., April 1. For many years Taylor was an active member of the Booneville Fair Board, being its president for a number of terms. A member of the Indiana Fair Board since 1931, he was active in the management of various departments of the annual event and was in charge of the Coliseum at the time of his death. He was named to the board at the death of his brother, Simon. His widow survives.

Marriages

AYRES-HUCHELL—Lew L. Ayres, former character comedian with the M. & M. Tent Show, at Chillicothe, Mo., March 31 to Margaret Rose Lea Huchell, singer and pianist, by the bride's father, the Rev. Edward L. Huchell.

BYRON-HUGHES—Ward Byron, producer of Fitch Bandwagon radio show, to Claire Hughes, nonpro, April 6 in Hollywood.

CHANDLER-ANDERSON—Ora Chandler, nonpro, to Mazelle Anderson, daughter of Mr. and Mrs. H. W. Anderson, of Anderson-Srader Shows, March 20.

COX-DARGIE—L. Raymond Cox, Denver magician, to Yvonne Dargie, nonpro, recently in Bennettsville, S. C.

DEIGHAN-McGRANN—Neil F. Deighan Jr., associated with his father in the operation of Neil Deighan's Cafe, Pennsauken (N. J.) night club, and Veronica McGrann, nonpro, April 11 in Philadelphia.

FORMAN - MARCUS — Lou Forman, nonpro, and Gloria Marcus, coloratura soprano, March 29 in Philadelphia.

GINGOLD-HOLLER — Robert T. Gingold, former musician and at present drummer in the 245th Coast Artillery Band, and Muriel Holler, nonpro, March 22 at St. Mark's Church, Brooklyn.

KELBANOWSKY-GUTH — Sigmund J. Kelbanowsky, manager of Station WFHR studios, Stevens Point, Wis., to Eleanore R. Guth, nonpro, April 6 in Stevens Point.

LADD-CAROL—Alan Ladd, actor, to Sue Carol, former actress, in Calexico, Calif., March 15.

LAVALLE-McNEILL — George P. Lavalle, nonpro, and Eleanore D. McNeill, secretary to Elliott Shapiro, of Shapiro, Bernstein & Company, New York music publishers, April 6 at the Church of St. Paul, the Apostle, New York.

RAY-STANTON—Corp. Harold A. Ray, known in vaude as Buster Ray, to Virginia Stanton, singer known as Virginia Gance, at Ft. Thomas, Ky., April 11.

ROGERS-HEWITT — William Rogers, ticket seller on Dude Ranch on Dee Lang's Famous Shows, and June Hewitt, of the *Glamour Girl Revue* on the same organization, in Texarkana, Ark., April 2.

SMITH-WARD—Max Smith and Loretta Ward, concessionaires on World of Fun Shows, in Spartanburg, S. C., March 22.

VOIGHT - FORBES — Pvt. Frederic Voight, former actor, to Brenda Forbes, appearing in *Yesterday's Magic*, April 5 in Palisades, N. Y.

WHALEN-HOULE — Joe Whalen, professional manager of the Jewel Music Publishing Company, New York, and Hazel Houle, nonpro, April 11 at St. John's Cathedral, Milwaukee.

Births

A son to Mr. and Mrs. Albert Bomberg at Trenton Hospital, Trenton, N. J., March 19. Father is manager of the Silver Streak on the O. C. Buck Shows.

A son to Mr. and Mrs. Thomas (Shanty) Lambert at Bridgeport (Conn.) Hospital March 18. Grandparents are Jack Lambert and Madame Worth, of the O. C. Buck Shows.

A daughter, Mary Louise, to Mr. and Mrs. Richard Bachman February 28 in West Penn Hospital, Pittsburgh. Father is with Station KDKA.

A son to Mr. and Mrs. Pinky Tomlin in Kansas City, Mo., April 8. Father is band leader and film player.

A son to Mr. and Mrs. Jackie Hilliard in Michael Reese Hospital, Chicago, April 8. Father is night club emsee and singer.

A daughter to Mr. and Mrs. Henry Ginsberg at Cedars of Lebanon Hospital, Los Angeles, April 4. Father is vice-president and general manager of Paramount.

A daughter, Judith Marian, to Mr. and Mrs. Frank Jarman at Watts Hospital, Durham, N. C., March 31. Parents are in the carnival business.

A daughter, Beverly Jean, to Mr. and Mrs. Wayne Barnes in Cohoes (N. Y.) Hospital April 5. Parents are aerialists formerly with the Flying Romas.

A daughter to Mr. and Mrs. Jack Kwalt March 30 at Doctors' Hospital, Philadelphia. Father is saxophonist with Joey Kearns's orchestra at Station WCAU there.

A daughter, Eileen, to Mr. and Mrs. Swerdlow April 2 at St. Luke's and Children's Hospital, Philadelphia. Father is trumpeter in Tower Theater orchestra, Camden, N. J.

A son, Danny Jr., to Mr. and Mrs. Danny Richards at St. Agnes Hospital, Philadelphia, April 3. Father is a master of ceremonies.

A daughter to Mr. and Mrs. Byron Tiggs March 27 in Mercy Hospital, Canton, O. Father, a former night club entertainer, for three years directed a radio program on Station WHBC, Canton.

Divorces

Alta May Bunts, of Crystal Exposition Shows, from R. G. Palmet in Florida January 21.

Brecker Joins Navy Relief

NEW YORK, April 11.—Lou Brecker, operator of Roseland Ballroom here, has been appointed chairman of the Ballroom and Parks Division of the Navy Relief Society's Citizens' National Committee. It will be his job to promote Navy Relief benefits in ballrooms and parks around the country.

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Non-Theatrical Field Out For War Film Distribution

WASHINGTON, April 11.—Lowell Mellett, co-ordinator of government films, has been offered the use of thousands of non-theatrical outlets by leading non-theatrical distributors, it is reported. In a concerted drive to contribute to the war effort a standing advisory committee of distributors has been formed with the idea of making a determined bid for distribution of government war and defense films. It is claimed that the outlets reached by the non-theatrical field exceed greatly the outlets of the 35mm. field.

The argument has been put forward that the government films shown only thru regular 35mm. channels cannot have sufficient circulation. The committee also points out that full utilization of such channels as churches, schools, colleges, clubs, etc., cannot be obtained unless the national exchange system of the 16mm. distributors is put to work.

Under the proposed plan, the 16mm. distributors assure the widest possible showing of government films thru use of physical distribution facilities and projection equipment and personnel. The government would be asked to defray transportation costs, and the films, offered without charge to the distributors' customers, would obtain maximum coverage in rural and urban communities. Producers, it is said, have also affirmed their willingness to aid the government by producing such films as may be necessary to supplement the government's effort.

William K. Hedwig, president of the Allied Non-Theatrical Film Association, Inc., New York, states that the 16mm. field will have an important task in distributing war and defense films. No decision has been reached by the government on the matter, he stated, but it is a well-known fact that roadshowmen have already been doing their part in showing defense and war films. With a co-ordinated program, full use of roadshowmen's projectors would be possible to assure maximum coverage. All other 16mm. outlets would also be utilized, it is claimed, and an effort would be made to facilitate the sale of 16mm. equipment to further expand the 16mm. audience.

Plans of the distributors call for a continued campaign with informative bulletins to keep the industry acquainted with latest moves in the drive. C. R. Reagan, president of the National Association of Visual Education Dealers, is chairman of the committee, and he says that favorable action may be expected from Mellett's office within a short time.

The members of the advisory committee include V. C. Arnspiger, Paul Brand, O. H. Coelin, James W. Dodd, Russell M. Grumman, Eric H. Haight, W. K. Hedwig, Orton Hicks, H. O. Jones, William F. Kruse, W. H. Larkin, L. C. Larson, J. M. Stackhouse, Harry J. Spiess, Earl A. Trager and George Zehrung.

Special Market Film Demand

BUFFALO, April 11.—While most roadshowmen prefer to show standard English programs, a profitable operation slanted for special markets is possible, in the opinion of Charles Tarbox, of P. C. Pictures Corporation. For example, he points out, foreign language features can be played to substantially more business than ordinary films in areas which are interested in them.

Tarbox reports that roadshowmen also have done well with specialized features of interest to American Legion posts, Civilian Defense groups, etc. At the moment patriotic films can be handled as real attractions and, of course, defense and war films are also popular with audiences.

Cutting It Short

By THE ROADSHOWMAN

Herbert Paske, formerly of Brooklyn, writes that he is currently working at the U. S. Naval Air Station, Norfolk, Va. Paske reports he has purchased a Victor Model 25 AC projector and intends to put on shows this summer in Ocean View Beach, Va. He is also purchasing three additional projectors, he states, with an extra one to be used at Ocean View Beach and the other two at Virginia Beach, Va.

LATEST STUNT for night clubs in the Des Moines territory is the revival of the nickelodeon by Manager Dave Fidler of Club 100 in that city. In addition to the regular floorshow and dance program, Fidler darkens the house nightly and runs several reels of flickers popular back in the early '20s. He uses 16mm. film booked from Chicago. So far, most popular of the silent flickers are those of Charlie Chaplin.

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Selling Points for the New Outdoor Show Season

By GEORGE E. BRANNAN, Industrial Film Distributor

THE foresighted roadshowman faces the coming outdoor season with confidence. He knows that due to the necessity of conserving tires he will play to greater crowds than ever before in the theaterless communities he serves. The residents of the rural sections in which he plays will not be driving long distances to larger cities but will elect to attend his free outdoor showings.

In obtaining sponsors for his programs the roadshowman should emphasize the larger crowds which will be attending his showings this season. He should also stress the fact that this year the farmer will be obtaining higher prices for his products than he has at any time during the last decade. The farmer will, accordingly, have more money to spend.

The roadshowman should sell his free movies on a community project basis. That is, he should point out that all of the merchants in the town benefit from having his programs presented. Certain types of business men have had their merchandise seriously curtailed by the war effort. It is the civic duty of the remainder of the merchants to pay enough so that their community will not be deprived of the many advantages that accrue to the whole town thru sponsored shows.

The operator of a motion picture circuit is definitely doing his part in maintaining the morale of the civilian population in the rural areas which he serves. President Roosevelt, with his endorsement of night baseball, has given a tacit approval of this type of entertainment as a morale builder. Secretary of Agriculture Claude Wickard, by giving his "go ahead" signal to the county fair boards, has also shown his recognition of the need for entertainment in the rural areas.

The material used by the exhibitor will play a great part in the success of his circuit. He should include a government reel on the war effort on each of his programs. He should carry on his own home front offensive.

Women operators of circuits have been successful in many different sections of the country. Both as projectionists and as managers of circuits they have come to take a definite place in the industry. In many cases they are carrying on the circuits started by husbands now serving in the armed forces of our country.

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New and Recent Releases
(Running Times Are Approximate)

FOR LOVE OF YOU, released by Astor Pictures Corporation. A six-reel musical featuring Frank Forrest, operatic and radio star, against a background of Old Naples in carnival time. Film introduces selections from Verdi's *Othello*, Bizet's *The Pearl Fishers*, Leoncavallo's *Pagliacci*, and *The Baccarole* from Offenbach's *Tales of Hoffmann*. The theme song, from which the picture takes its name, is by Franz Vienna. Running time, 58 minutes.

TOPPER TAKES A TRIP, released by Post Pictures Corporation. An eight-reeler with unbelievable situations and clever camera tricks, including hats lifting themselves in the air, cars driving themselves, etc. Stars are Constance Bennett and Roland Young. Running time, 82 minutes.

LE COURIER DE LYONS, released by Brandon Films, Inc. A nine-reel film based on one of the most famous judicial errors of history—when an innocent man was condemned and guillotined for robbing the Lyons mail coach in 1796. French language film, with the cast reading like a roll call for the greatest names of the modern French theater. Pierre Blanchar portrays a dual role of thief and victim. Dita Parlo is feminine lead. Running time, 90 minutes.

ACROSS THE BORDER, released by Institutional Cinema, Inc. George Huston is the lone rider in this six-reel Western, crossing the Rio to find adventure and romance in Mexico. Plenty of gun smoke, fight thrills and songs. Running time, 60 minutes.

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Be the first to show a full-length Newsreel of the first motion pictures from the Philippines since the Jap attack, together with an inspiring review of the military career of Gen. MacArthur, right up to his dramatic arrival in Australia! Millions will read about this timely picture in half-page announcements in LIFE and COLLIER'S.
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"Grand Ole Opery" Opens in Valdosta Under Ketrow Tent

VALDOSTA, Ga., April 11.—Bill Ketrow's Tent Show, housing the *Grand Ole Opery*, featuring Roy Acuff and His Gang, from Station WSM, Nashville, launches its canvas season here next Monday (13). Show will carry more than 30 people. The radio troupe will appear under a 70 by 90-foot top, with seats for 2,200, including 1,400 reserves. All trucks and equipment have been painted cream and red.

Ben Heffner is general agent, and Frank Fulton heads the advance brigade with two assistants. Eddie Mellon is boss canvasman, with 10 workmen. Show's rolling stock is equipped with good rubber, and the canvas is in tip-top shape, Manager Ketrow says. Mrs. William Ketrow is treasurer. Spring weather in the South, to date, has been good, and Ketrow looks forward to a prosperous season.

Valdosta will see more than its share of shows this spring. In addition to the Ketrow outfit the *Silas Green From New Orleans* colored show plays here April 15; Mad Cody Fleming Shows will be here April 13-25, and Billy Wehle launches his Billroy's Comedians here April 20.

Slouts to Canvas After Lengthy Tour

SWEETWATER, Tex., April 11.—L. Verne Slout and His Theater Workshop Players are on the last lap of a tour that began last October and has carried them thru 34 States. When the tour is completed the Slout unit will have covered around 35,000 miles, ranging from Arizona and Nevada in the West to Maine and Georgia on the East Coast, and from Maine and Michigan in the North to Mobile (Ala.) in the South.

Upon completion of their tour at Tempe, Ariz., April 17, Mr. and Mrs. Slout will leave for Battle Creek, Mich., to prepare for the opening of their summer tent show there around the middle of May. It will mark the eighth season for the Slout Players in Battle Creek, and with Camp Custer located near by and with all industries in the area going at top speed, indications point to a banner season.

Manager Slout has secured a new tent theater, together with new marquee and seating.

Rep Ripples

BETTY FROMEN and Sam Bright, following the recent closing of the Jimmie Hull Players in Daisetta, Tex., left immediately to join T. J. Reynolds' Majestic Show at Point Pleasant, W. Va. . . . AUTON'S SHOW, William Auton, manager, is reported clicking 'em off okay in Central Kansas. . . . HAROLD BERLE, now piloting his vaude-pic unit thru Randolph County, Missouri, will move under canvas May 1 for a swing thru Southern Missouri. . . . L. L. CARR, who formerly operated his own tab and rep shows in the Texas country, will shortly launch a combined museum and crime show, using a flesh bill, *The Folly of Sin*, by E. F. Hannan. Carr's outfit is stored at Beaumont, Tex. . . . DONALD (SCAT) SMITH, former rep and tab performer, is now a private with the Headquarters Detachment at Fort Jackson, S. C. . . . MR. AND MRS. J. JEROME MITCHELL, of the Mitchell Players of Hynes, Calif., spent a recent week-end with Byron Bush, who now is operating the Your Theater, Chilhowie, Va., and presenting his country store giveaway feature in other theaters in the territory. . . . THE SENSATIONAL KAYS have been visiting the past week with Mr. and Mrs. Bill Ketrow in Valdosta, Ga. . . . DONALD K. NELSON pencils from St. Louis, where he has been wintering, that he won't be out with his tenter this season, having accepted a job with the War Department. His new canvas, purchased last fall from the Rodgers Tent & Awning Company, will be taken out by his father, Eli Nelson, who will operate a one-nighter picture show thru the Northern States. He will also have two other tent units.

COL. JERRY KETCHUM left Sabetha, Kan., for Minneapolis last Tuesday (7) to join the Christy Obrecht show as advance agent. Show opens in houses as Glencoe, Minn., April 15, moving under canvas with the arrival of warmer weather. . . . BRYANT'S SHOWBOAT, which opened the season April 6 in Leon, W. Va., is in Charleston, W. Va., for a several week's run.

* * *

FRANK ANTON, veteran rep and stock performer, recently released from a veterans' hospital, was a visitor at the rep desk Monday of last week en route to his old home in Lebanon, O., where he plans to spend the summer regaining his health. . . . OTIS L. OLIVER, who recently had an old-time meller opry at Hotel Seelbach, Louisville, says he has two of the tricks lined up for park engagements, opening in May. . . .

Hayworth Mulling Under-Canvas Offer

WILSON, N. C., April 11.—"SeaBee" Hayworth Players are nearing the close of a 28-week circle season in North Carolina and Virginia, with Hayworth negotiating for a tent show connection that will keep most of his present troupe occupied thruout the summer. Business has been good for the Hayworth unit all season, and Hayworth has had an offer from the Craver-Falls theater chain to continue in its houses thru the warm months. He plans to forego the latter offer, however, in favor of the tent show idea, returning to the Craver-Falls houses in the fall.

Charles Feagin and Hayes Griffith close with the Hayworth circle today, with Broadie Stirewalt leaving next Saturday (18). Amby Soule Troupe, four-people novelty act, will be the added attraction with the unit the next two weeks.

Mrs. Marion Hayworth was called to the bedside of her mother-in-law, Mrs. E. P. Hayworth, at High Point, N. C., this week. Latter is seriously ill with organic heart trouble. Hayworth hopped into High Point to visit his mother after the show Wednesday night.

Lee Minstrels Open Tent Trek Next Wk.

CINCINNATI, April 11.—Lee's Colored Minstrels, which has been playing houses in Louisiana all winter, will open under canvas in Mississippi next week. The show has been out over a year without closing, playing Tennessee, Kentucky, Mississippi and Louisiana. H. H. Harris is general manager.

Comedians are "Jelly-Roll" Rogers, Peg Jones and Ollie (Fats) Roberts. E. Montague is band leader, and Leon Long has the advance.

LEW L. AYRES, character comedian, formerly with the M. & M. Tent Show, has shelved his grease paint and is now traveling salesman for the Missouri Distributing Company, Chillicothe, Mo. He was married there March 31 to Margaret Rosa Lea Huchell, pianist and singer, by the bride's father, Rev. Edward L. Huchell. . . . BILLY (BOZO) HALL, now celebrating his 46th year as a trouper and who formerly did Uncle Ezra with John R. Van Arnam's tenter for four seasons, has just begun his second year on Station WABI, Bangor, Me., with the Lone Pine Mountaineers, five-piece combo which doubles on theater dates in the area. . . . BOB WARREN, of the Warren Stock Company, says he is putting off rehearsals until May 1 due to the difficulty in lining up male performers. . . . ROBERT RICHEY BUTLER, of Alice Richey and Company, well-known rep players, will be married at St. Monica's Church, Santa Monica, Calif., April 26 to Mary Cecilia Guidry, nonpro.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

Shapiro-Kelly Open Well; 24 and 3 Answer Starter

WASHINGTON, April 11.—The Shep Shapiro-King Brady Victory Walkathon Speed Derby opened at Turner's Arena here Wednesday (8) to good attendance. Twenty-four couples and three solos started, with sprints from the beginning. Emsees are King Brady, Duke Hall and Eddie Begley, with music furnished by the Rhythm Kings. Show is aired daily over Stations WOL, WINX and WWDC.

Partial list of contestants includes Mike Villa and Virginia Anderson, Joe and Mary Rock, Al Strong and Betty Douglas, Benny Leonard and Edith Merritt, Jimmy Stone and Alice Garcia, Phil Ranney and Jonne Leslie, Jack Glenn and Bernice Pike, Earl Harrington and Jackie Laken, Jack Stanley, Ray Dillsworth and Joane Walters, Skippy and Georgia Sullivan, Frankie Donato and Buttons Slavin, Red Sheppard and Ellen Ritter, Johnny Hughes, Larry Veccorutto and Hilda Ludwick, Virgil Fikil, Johnny Henderson and Mary Cullen, Carl Harriman and Kitty Cullen, Fred and Marie Young, George Guthrie and Doris Rucker, Bill Stobile and Louise Roberts, and Irving Meher and Audrey Ovdemar.

INQUIRIES have been received recently on Eddie Burke, Al Baker, Stan West, Augie Ogre, Tim Hammack, Billie LeMar, Bob Seeley, Betty Lee Dunn, Jack Duval, Ruthie Carroll, Billy Willis, Mary Rock, Jennie Bush, Porky Jacobs, Clovis Wears, Joe Nalty, Lenny Paige, Rajah Bergman, Billy Donavon, Billy Burt, Ruth Watts, Kela Taylor, Ferd Clifford, Duke Hall, Lucille Tusk Gulla, Grace and John Lobensteyn, Louis Slusky, Eddie Gilmartin, Eric Lawson, Ernie Bernard, Red Long, Steve Barr, Porky Devlin and Carl (Sleepy) Bahke. Shoot in a card and let your friends know where you are and what you are doing.

H. W. (WESLEY) BRYAN, former contestant, reports he has been with the Street Car Company in Denver the past four and a half years. He would like to see news about the old-timers, especially Clyde (Stooge) Morse and his brother, Rex.

TIM AND IRENE HAMMACK became the parents of a nine-pound daughter, born March 9 in Norfolk (Va.) General Hospital. Hammack's son Leonard was recently made a corporal in the United States Marines. Tim is still located at the Norfolk Navy Yards and hopes to get to Washington and Baltimore to see the Shapiro and Green shows.

GILBERT W. DUFFY reports that Mickey Britton, Patsy Bryan and Danny Brammer, stranded in Honolulu prior to the Pearl Harbor episode, are working on defense jobs there.

AL HOWARD, still buying hotels for the Milner Hotels System, says he plans some day to write his memoirs, reminiscing on the "good old days" when Hal Ross, Fred Crockett, Milt Crandall and Pop Dunlap were new in the field. Al would like to see word in these columns about Joe Brandl, Bob Fuguan, Ray Wray, Mickey Sheehan, Mac McGreevy and other old-timers.

WANTED FOR
Alabama Smart Set Minstrel
Colored Performers, Musicians, Novelty Acts, Blues Singer, Band Leader, Stage Manager. Following people answer: Leonard Rodgers, Sweetie Walter, Rubber Mack, Sparky Jones, Sparky Goodman, Jazz Lip Richard, Alabama Blossom, Dusk White, Strong, William Charleston, Jimmie Warren, Rags Henderson, Sap James, Sugar Dexter, Eugene Shaw, Joe Bradley, Bud Powell, Prince Carter, Trombone James, Buster Johnson, Joe White, Harry Ramsey, Samuel Lee, Howard Troupe, Dick Smith, James Stewart, Lillie Mae Shaw. This is a railroad show doing one-nighters. Board and berth furnished. Salary sure. Wire—pay your own.
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Holiday Shows Pay Off Okay

Russell Has Turnaway in L.A. Easter Matinee

LOS ANGELES, April 11. — Russell Bros.' Circus played to the biggest crowd in the history of the show Easter Sunday when a turnaway crowd was on hand for the matinee performance of the third day of a 10-day engagement here. With a seating capacity of about 3,700, house was sold out before the matinee performance started. Show will have played to more than 50,000 people when it moves from the Washington and Hill Street lot here tomorrow for four days in Hollywood. Show breaks in a new lot in the film capital, but good business is expected because spot is adjacent to car lines. Show charges 75 cents for adults and 50 cents for reserved seats.

While rainy and cold weather prevailed on several nights, good houses were enjoyed because of a top promotional job done by the press agent, Bill Antes. Wind and rain welcomed the show to Los Angeles. Local papers have been generous with space, running two and three-column pictures of acts. Show had more paper up than any show to hit town in recent years. In addition to billboards, newspapers and radio tie-ups, show used street car banners to advertise. Grounds used here have been associated with circuses for years and are a hard lot, making it necessary to use iron rather than wooden stakes. Physical condition of the show is exceptionally good and drew praise from many old-time circus people who visited. Show opened in Alhambra March 26 and later played Riverside, San Bernardino, Redlands and Pomona, during which time new acts were added and the kinks ironed out. While some acts are still being added, the show is considered fairly set.

The Program

Show opens with a *Ballet for Victory* spec, Betty Escalante leading with the American flag. In center ring is Miss Columbia with British flagbearer in Ring 1 and Soviet Union in Ring 3. Also in center ring were soldiers, sailors and marines with a soldier representing General MacArthur. Program was presented in the following order:

Display 2, Liberty horses and ponies, handled by Helen Ford, Elvin Welsh and John White; No. 3, elephants in Rings 1 and 3, handled by Welch; No. 4, clowns, Mel Henry, producing, Bernie Griggs, LeCola, Charlie Rainer, Rube Regan, Isaac Macias, Smiley and Chubby; No. 5, jugglers, Four Acevados, doing club balancing in Ring 1 and the Clarkonians, handling knives and rings, in Ring 3; No. 6, acrobats, Schaller Trio, head and hand balancing, Ring 1, and DeWayne Four, Risley, Ring 3; No. 7, Aerial Alexandros (Henri and Lelo Escalante and Billy Temple and Maurice Marmaleja); No. 8, performing Great Danes, Ring 1, handled by Jorgen Christiansen, dog act in Ring 3, handled by John White; No. 9, aerial gymnasts, Milogna Escalante, Ring 1, Lorena Escalante, Ring 2, and Alice Orton, Ring 3; No. 10, hippodrome track, leaping greyhounds, John White; No. 11, hippodrome track, table rock, Smiley; No. 12, tight wire, the Ortons, Ring 1, the Acevados, Ring 3.

Display No. 13, Aerial Esrles, Arthur Earle and Peggy Mitchell; No. 14, Chief Sugar Brown and concert announcements; No. 15, menage; No. 16, slack

(See Turnaway for Russell on page 55)

WB To Railroad Elephants; Show Routed Thru East Ohio

CANTON, O., April 11.—Wallace Bros.' Circus will move into the Upper Ohio Valley May 3 for its first Buckeye State showing at East Liverpool May 4. Show plays here on May 5 and in Massillon on May 6.

To safeguard against any gas rationing or other curbs which might interfere with the show's movements, several trucks used to transport elephants will be cut from the fleet this season and the stock will be moved in a 70-foot baggage car. Trucks will double back for stock where moves are short.

CLARENCE CROUTCHER, professionally known as Clarence LeClare, manager of the Flying LeClares, is completing his training as first class fireman at Great Lakes Naval Training Station. Act was with Polack Bros.' Circus the past three years.

King Bros.' Staff Ready for Opener

CHICAGO, April 11.—Announcements of official staff of King Bros.' Circus was made this week by Allen King, owner and general manager, here on a business trip. "Everything is in good shape and we could open today as far as everything being set," said King.

Staff of the show is Allen King, owner and general manager; Walter Baird, assistant manager; C. W. Finney, general agent and traffic manager; Chester Espy, treasurer; W. Porello, auditor; Claude Myers, director of music; Frank Stout, equestrian director; Harry Snag, assistant director; Frank Helstand, manager annex; E. B. Crawford, concession manager; Jackie Andrews, announcer; Willard Holt, chief electrician; Broxton Grady, chief of property department; Cliff Monnett, in charge of front door; Harry Gordon, general press representative; Fred Crowthers, advertising man

(See Staff for King Bros. on page 55)

Terrell and Dolly Jacobs Stage 2d Peru Easter Show

PERU, Ind., April 11.—Terrell and Dolly Jacobs held their second annual Easter circus last Sunday at their quarters six miles south of Peru and, while attendance was not as large as last year, there was a nice crowd on hand and a first-rate show was presented. Drop in attendance was attributed to the fact that while last year the countryside was well billed, this year Jacobs decided to confine his advertising to newspapers and radio announcements. "I realize now that was a mistake," Jacobs declared. Nevertheless, the attendance was large enough to enable him to come out in the black.

Jacobs had his quarters nicely arranged for the show, with an attractive marquee in front of the big new animal barn and side wall inclosing the grounds where the show was presented. Chairs from the old circus quarters provided comfortable seats. Show set-up was all in the open air, the steel arena being erected just back of the menagerie barn with convenient runways leading to it. Next to the arena was a 42-foot ring, and beyond is the rigging of the flying act.

Show opened with a grand entry in which Jim Hoagland's horses and Adele Nelson's elephants appeared. Charles Urquhart, producer of *Vic and Sade* radio serial, acted as equestrian director. He introduced Terrell Jacobs, who in turn presented Edna Curtis, indoor circus producer, giving her a fine build-up. Edna blew the starting whistle and the show was on. Acts included Dolly Jacobs with her riding lions act, and later with her beautiful high school horse, Blue, in an entertaining routine; Jack Hoagland's troupe in trick riding, high jumping, rope spinning, etc., nicely

(See Jacobs Show on Easter on page 55)

Dorothy Herbert With Lewis

JACKSON, Mich., April 11.—Dorothy Herbert, who has been with the Ringling-Barnum and Cole Bros.' circuses, has been contracted with Lewis Bros. and Whitey Ford Combined Show. She will appear in the big show with her regular acts and also in the concert.

Peru May Come Back as Circus City

PERU, Ind., April 11.—Altho most of the circus activities that made Peru famous as the Circus City are things of the past and the old American Circus Corporation quarters now owned by the Ringlings no longer house live circus equipment, there is a feeling among the old-timers that there is a good chance of the city having a circus renaissance and regaining something of its former glory as a white top center.

Tho many residents of Peru who formerly were in the circus game are now engaged in other lines of business, they remain circus folks at heart. Their belief that the circus may make a comeback here is based on more than wishful thinking. For one thing, they point to the rapidly growing winter quarters of Terrell and Dolly Jacobs some six miles south of town. On the sizable Jacobs truck, where there was practically nothing a few years ago, there has blossomed forth the nucleus of a substantial circus quarters.

Since last year a two-story 90 by 45-foot animal house has been built. At present it houses more than 20 lions, tigers and other animals in cages built around the entire first floor of the building. Cages and enclosures are to be made attractive by the addition of murals and trimmings in colors. In the center of the first floor is a 32-foot ring. Upstairs there is a world of circus equipment, along with well-equipped workrooms. Several other buildings are to be built, including a heating plant which will provide adequate heating facilities for the animal house and also for the Jacobs home. The grounds around the home and quarters are being tastefully landscaped, and the damming of a little stream running thru the grounds will provide a small lake. In another year the Jacobs intend to build a new home.

There is a feeling among the residents of Peru that the old circus winter quar-

(See Peru May Come Back on page 55)

The Billboard Subscription Rates Upped

Only two weeks remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

	Until April 30	After April 30
One Year	$5	$7.50
Two Years	$8	$12.50
Three Years	$10	$16.50

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.

Russell Efficiency Praised In First Circus Blackout

LOS ANGELES, April 11.—Russell Bros. became the first circus in history of the nation to run thruout a blackout when an alert signal was given here at 9 p.m. Wednesday. All clear sounded approximately two hours later.

The show was slightly more than half over when sirens sounded. With Winston's Equestrian Sea Lions, Christiansen's Argentine Criollo Horses and the Escalante aerial act, circus features, yet to appear, all lights with the exception of one over the center ring were darkened. This lone light was lowered to supply sufficient illumination for working and yet prevent the light from being visible from the outside. Acts scheduled to appear in the other two rings were transferred to the center one. Winston's seal act was cut down to Slicker, the advertised feature, and the Escalante aerial act eliminated because of inability to set up a net and the danger of the performers working in so little light. Christiansen's 10-horse Liberty act went on as scheduled.

Presentation of the acts in one ring prolonged the running time somewhat but in order to keep the audience entertained thruout the blackout the concert was given free.

Crowd was calm and co-operative. Justus Edwards, general agent, said. He estimated the number leaving as 1 or 2 per cent, a small portion when they were about 3,000 people at the show. Air-raid wardens were on hand during the blackout and were high in their praise of the way in which the matter was handled. When the all-clear signal was given, the show was brought to a close.

Attendance Is Big For HM in Buffalo

BUFFALO, April 14. — Eighth annual Hamid-Morton Shrine Circus playing here in Memorial Auditorium, April 6-11, got off to a good start. Advance sale indicated sellouts Friday and Saturday. Auditorium seats 8,400 and can accommodate 10,000 including standing room.

Tho sponsored by Ismailia Temple, others to participate in benefits are *Buffalo Evening News* Smokes for Soldiers Fund, Mercy and Deaconess hospitals, Shrine charities, 74th and 65th Regiments of the New York Guard, orphans, crippled and underprivileged children. An added tie-up was gift of a pair of kangaroos to the local zoo by the Shrine. Press and radio publicity was plentiful.

Henry P. Bronke was again general director. Attendance first day was 15,000, second day, 15,000. Bob Morton handled the promotion and was emcee. Joe Basile's band furnished music. Vocalist was Lois Lynn.

Acts included Barnadale Ricardo, high perch; May Kovar, wild animal act; Great Fussner, spiral tower; Grotefents, high wire; Roland Tiebor's sea lions; Helen Reynolds' girl skaters; Peaches Sky Revue; Orton and Orton, high perch; Flying Wards; Torelli's Dogs and Ponies; Snyder's Bears; Jimmy Davidson, Bell and Rice, clowns; Donahue and LaSalle, and Thompson, comedy; Winnie Colteano, aerialist; Three Zoppes, balancing; Olga Grottes, skill exhibition; Silvers Johnson, Funny Ford; Dr. Herman Ostermaier's Horses; Jack Bell and Irene, log rolling; Bob Eugene and Company, aerial bars; Ward-Bell Troupe, teeterboard; Jim Wong Troupe, juggling and balancing; Zovatta Troupe, riders; Bernard's Elephants, and Bee Kyle, high diver.

Ringling Order Appealed

SARASOTA, Fla., April 11.—On April 6 Attorney General Tom Watson carried his legal battle against executors of the $20,000,000 estate of the late John Ringling to a higher court, filing a petition in Circuit Court here for an order superseding and staying an order entered in Probate Court by Judge Forrest Chapman which approved a proposed compromise of federal income and estate tax claims against the estate and granted permission to borrow money for the purpose of effecting it. John Ringling willed his art museum and home here to the State. Approval order was asked by John Ringling North and Mrs. Ida Ringling North as executors of the John Ringling will to settle $13,000,000 in tax claims for $850,000 cash. To effect the settlement they asked power to borrow $525,000 from Manufacturer's Trust Company of New York.

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With the Circus Fans

By THE RINGMASTER

CFA

President FRANK H. HARTLESS, 2930 W. Lake St., Chicago
Secretary W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., April 11.—Members of Pete Mardo Tent, Akron, O., held their last regular meeting of winter season evening of April 5 at the home of Mr. and Mrs. Tom Gregory. Ted Deppish screened movies of the recent Grotto Circus in Cleveland, as well as several other reels. A novelty was the exhibition of a panoramic model of the city of London with action and scenes of a blackout and bombing, which was shown thru the courtesy of Jerome Harriman, public relations director of Summit Beach Park. This model will be among the attractions at the park. During the evening plans were discussed for coming activities of the outdoor season, and the session closed after Mrs. Gregory served lunch. Those present were Mr. and Mrs. Murray Powers, Mr. and Mrs. Pete Mardo; Mr. and Mrs. Harriman and son, Jerry Jr.; Carl E. Elwell, Deppish; Jim Moran, of Canton, and the Gregorys.

* * *

Joe and Wally Beach, of Springfield, Mass., visited at Court Square Theater with the following acts in recent weeks: Zeller and Walburn, comedy jugglers; Wilson Trio, roller skaters; Jack Holst and Milady, horizontal bar act; Jaydee, aerialist and contortionist; Eddie and Eddie, hoop rollers and jugglers; Judy Dakin, acrobat, and Shepard Sisters, acrobats. Eddie and Eddie and Judy Dakin visited the Beach Circus Room. Together with Charles Davitt they caught Wirth's Shrine Circus in Hartford, Conn., and visited with the personnel.

Mr. and Mrs. James M. Nisson, CFA, recently entertained Mr. and Mrs. Emil Pallenberg, for whom the Pallenberg Tent at New London, Conn., was named, the occasion being the birthday of Charles R. Stoll, another member of that tent.

* * *

Corporal Francis C. Graham, until recently at Camp Forrest, Tenn., is now at Fort Brady, Mich.

Francis, son of Mr. and Mrs. W. H. Hohenadel, who is located at Fort Sill, Okla., spent a two weeks' leave from his army duties at his home in Rochelle.

Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

The other day we were shown a route book kept by Josiah Monroe May, father of Earl Chapin May, author of *From Rome to Ringling*, when he was with Hiram Orton's Circus. It is a small leather memorandum book, its black cover turned brown by much handling, the ink fading on yellowing pages. Retrieved from the family's safe deposit box, it carries four years of dates and stands. On the first once-white page is written, in a cramped but very legible hand, "S. M. May first commenced with H. Orton's Circus Company September 13th, 1856, Saturday, at Delevan, Wisconsin." Then follows the "odyssey," as Earl terms it, of a circus man as only a circus man would write it. Si May was boss hostler and master of transportation. The chests of route book collectors would expand many inches with pride if they possessed this route book. We got a kick out of handling—or should we say fondling?—it.

* * *

We recently visited the studio of Al Davis and saw the finest collection of Circusiana we have ever set eyes on and we have s. e. on plenty of them. This one tops 'em all. We saw first heralds, first programs, first everythings dating way back into the ages. We saw old circus managers in new poses and one-sheets that would put the rainbow to shame. One thought we brought back from this collection might be of use to the Cornerites. We saw nicely framed and matted sets of items. For instance, there was a picture of Dan Rice's Circus boat, then a program beneath it, with a few photos of the old clown himself or some of his artists, maybe an entrance ticket or a pass at the bottom of it. In other words, display your items in connected groups nicely framed and matted, provided you have a sufficient amount of money left over after paying your taxes. But, really, it gives tone to any collection. Al Davis, we learned, started gathering his circus material about 60 years ago and he knows just where to lay his finger on every item in his collection, also an important qualification for any collector to possess. To intelligently look at all that Mr. Davis had to show me would have required a week of steady staring, ah-ing and ohmy-ing. Thanks, Al, for the look. It was the first time we saw a photo of Van Amburgh without a lion.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

E. H. MARKS, Houston rancher and rodeo producer, has announced his candidacy for office of commissioner in Harris County, Texas. Marks is owner of the LH-7 Ranch and is well known in rodeo circles. He's also a director of Houston Fat Stock Show and Livestock Exposition.

GENE AUTRY'S Flying A Ranch is scheduled for a six-day engagement in the Arena, Philadelphia, beginning April 24. Stand will mark Autry's first appearance there in two years, when he drew capacity crowds of over 45,000. Contestants will be competing for $5,250 in prize money, which the Arena is posting, and each contestant must pay a $25 entry fee. An all-Indian band will provide the music.

SHERIFF'S SPRING ROUND-UP in Beaumont, Tex., will be sponsored by YMBL. No S. R. O. will be permitted this year, as only 8,000 tickets will be sold for the four performances. Producers are W. W. Richardson, Bill Bogan and Dan Hines. Opening night will feature a downtown parade. Ticket sale opened April 7, with barbecue attended by several hundred. A special committee of sheriffs from surrounding counties has been named.

CLAIRE THOMPSON, trick rider, has resumed her series of weekly Sunday rodeo matinees at Bar C Ranch, near Fort Worth. An estimated 2,000 saw the initial program. Buddy Thompson's stock is being used, and soldiers in uniform are admitted free. First-day winners were: Bronk Riding, Spec McLoffin; calf roping, Doug Poage, and bulldogging, Smoky Stockton. Contestants' list has been augmented by arrivals of cowboys from St. Louis and other rodeos. Mounted basketball, quadrille and musical chair contests are to be added to the list of events.

Wyoming Shows Optimistic

WYOMING'S wide-open spaces will prove no hindrance to the staging of the State's many rodeos this summer. From Cheyenne's Frontier Days down to the smallest ranch hand get-together, all sponsors, with one exception, feel they will be able to overcome the threatened attendance cuts and loss of competitors because of war rationing. Of Wyoming's more than 40 shows, only Lander Pioneer Days may be canceled. Other sponsors plan to overcome unfavorable attendance by urging hometown folks to turn out in larger numbers than before, thus replacing the tourists who ordinarily would be on hand. Among performers only the amateurs are expected to be hit by travel restrictions. Cheyenne promoters of the Frontier Days are confident they will equal last year's attendance record of 72,000. Sheridan holds high hopes that attendance will not fall off. Others setting dates are Cody Stampede and Thermopolis Rodeo.

5 ROYAL DOBERMAN PINSCHER DOG ACT

High-class vaudeville props, sacrifice $200.00 quick sale. Each dog separate traveling case. Want Groom, Mule Rider and one more Menage Rider for high-class circus unit.

CHRISTY CIRCUS
SO. HOUSTON, TEXAS

Lewis Bros. and Whitey Ford Want

Working Men all departments. [illegible] Also want Orchestra Musicians, all instruments; also Cooks, Griddle Man, Candy Butchers, Novelty Man, Musicians, write LEWIS BROS. All others write H. FILBERT, care Lewis Bros., Jackson, Michigan.

ELEPHANT MAN

At once for 3 Elephants. Must be sober and reliable. Year around work. Good salary. Join on wire.

CLYDE BEATTY CIRCUS UNIT
Care Johnny J. Jones Exposition
Raleigh, N. C., this week; Richmond, Va., next.

FOR SALE

Dog and Pony Act complete, including Ponies, 4 Military Drill Ponies, 2 Monkeys, 8 Dogs, one High-Diving Dog and Monkey, High-Diving Ladder, $200.00 each.

GRADY NIX, Route 4, Waycross, Ga.

AT LIBERTY

For Circus and Fairs, America's finest single Elephant Act—Eva; Eight-Horse Liberty Act, Menage Horses and can double Wild West.

BUD E. ANDERSON
EMPORIA, KAN.

ELEPHANTS FOR SALE

Three well-trained Elephants [illegible] $5,000 cash. Also have [illegible] Black Bears and young Lions suitable for training. Advise what you want in the Animal line, as they are getting scarce.

BOX D-200, The Billboard, Cincinnati, O.

FOR SALE

Air Calliope, complete with base and blower, $150.00; Steam Calliope, mounted on truck; Cotton Candy Machine, twin head, with DC motor, $50.00; Coleman Handy Gas Plant Stoves for Cook House, $10 each; Small Aluminum Coffee Urn, $7.50. Let us know your wants. All kinds of Show Property.

BOX D-199, The Billboard, Cincinnati, O.

TENTS—CHAIRS BLEACHERS
Sale or Rent
New ★★★ Used
THOS. A. DEMING CO., INC.
110 Monticello Ave., JERSEY CITY, N. J.

TIGHTS
KOHAN MFG. CO.
290 TAAFFE PLACE BROOKLYN, N. Y.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

NOW showing!

STEVE (SHORTY) BYRD is visiting friends in Peru, Ind.

CLIFF McDOUGALL, press agent, back with Polack Bros.' Circus, is working on the show's Sacramento date.

FORREST BROWN writes from Delphos, O.: "Due to my father's illness, I will not troupe this season."

HARRY ANDERSON JR., of Cincinnati, visited King Bros.' quarters in Detroit last week.

WORD "consolidated" seems to have left the circus for carnival billing.

JOE B. WEBB, legal adjuster, returned to Russell Bros.' Circus in that capacity after an absence of several seasons.

BEDFORD, O., which has not had a circus in 10 years, will be host to Mills Bros.' show on April 28, sponsored by a civilian defense organization.

ALBERTIS CO.
440 W. 42nd St., N. Y.
TIGHTS
SPANGLES
RHINESTONES
Cut Out This "Ad"

CIRCUS ACTS

All kinds, May 4-7. State lowest. Can place A-1 Animal Breaker for domestic stock, also Working Men in all departments.

Patterson Bros.' Circus
400 Cass, S. E. Grand Rapids, Mich.

VETERANS OF FOREIGN WARS, Willoughby, O., will sponsor Mills Bros.' Circus April 27. Advance sale of tickets has started.

THIS YEAR troupers will have other things to worry them besides playing on grassy lots.

BEN JONES, former circus agent, will return to Sportsmen's Park, Bedford, O., where he will handle promotional details for midget auto races. He served in the same capacity two years ago.

PREACHER WEST writes from Canton, Tex.: "Visited friends with Dailey Bros.' Circus during its engagement here. Show had plenty of flash and a good performance."

GUS (DUDE) LIND, foot juggler and unsupported ladder performer, is visiting his brother, Art Lind, in Fall River, Mass., after a winter of Florida dates. He plans to work the East this season.

REMEMBER when Wild West show cowboys worked for ranch wages, $20 per month and keep?

WALLACE BROS.' and Mills Bros.' circuses will Sunday but four miles apart on May 3, former at East Liverpool, O., and latter at Wellsville. Much visiting should be in evidence.

DASHINGTON'S Animal Circus, after engagements at Philadelphia night clubs, continues the night club circuit in the territory and is currently featured at Jack and Bob's Cafe, Trenton, N. J.

VEO D. POWERS, while playing Marion, Pa., with his dog act, associated with Curly Miller and His Play Boys,

(See Under the Marquee on page 55)

The MONTES de OCA
BRAZILIAN WONDERS on the TRAMPOLINE
ORIGINAL • DIFFERENT • DARING
featuring
MISS LOLA in her original one and a half forward somersault, hands to hands.
2nd SEASON with RINGLING SHOW
PERMANENT ADDRESS: CARE OF THE BILLBOARD, NEW YORK CITY

CALL CALL CALL
ALLEN KING presenting the
KING BROS.' CIRCUS
Will open their 1942 season on May 1st at Plymouth, Mich., for ONE DAY, then DEARBORN, MICH., May 2 and 3. All performers engaged and all workingmen report not later than Monday, April 27th, to Mr. Allen King, 121 Selden St., Detroit. WANTED—One more Electrician and Mechanic. All Billers and Advance engaged, confirm by wire to C. W. Finney, General Agent, 219 Downer Place, Aurora, Illinois, who will advise them date to report.

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BIG ONE STRESSES BALLETS

War Motif Is Passed Up; Some Conventional Turns Are Shelved

(Continued from page 3)

Yecopi-Gaucho-Pischiani teeterboards, at least until further notice.

Christmas Sleigh Big Scene

So this year it's a combination of the holdover innovations of Geddes and the new regime of Anderson, but, to judge by some of the touches introduced, the latter has been listened to. There are dashes of unadulterated corn, but only critical sophisticates, self-styled or pure, can count them, and the point isn't important. The spec in *Holidays*, a run-thru of the gay days from January 1 to December 25, conceived by Geddes and staged by Anderson, Nice floats here with swell garments and it won't lack devotees. Big scene is the wind-up Christmas sleigh drawn by eight bulls with Felix Adler aloft on the driver's seat. But this isn't the only spec or production. The age-old all-girl aerial ballet has been embellished into a web classic arranged by Europe's Barbette, clothed by Thomas Becher and staged by Anderson, altho in all fairness it is difficult to surmise what "theater" had to do with it. Thirty-eight femmes are recruited for this rope pageant which features Elly Ardelty over the center ring in the spotlighted trap routine she has done for a couple years to nice effect.

Clown alley gets a chance to do its stuff in a takeoff titled *The Wedding of Gargantua and Toto*, with the prop gorilla coverings and other habiliments done by Winn. Top display herein is a huge wedding cake on a float drawn by four hosses.

Zorina Aids Bull Ballet

One of the big hits of the show and a spot which figures to supply many of the belly laughs during the '42 tour is *Ballet of the Elephants*, which has been surrounded with a flock of names, including Igor Stravinsky, who wrote the score; George Balanchine, who directed, and Anderson, not to mention bull chief Walter McClain. Modoc is the prima ballerina augmented by 28 pachys accoutered in pink skirts thrust cutely around their middles. Some of the huskies became impatient and kicked their skirts around while circling the track and this will hike the overhead, but it's well worth the small financial strain.

It may be coincidence, but Balanchine's beauteous and shapely wife, Vera Zorina, really scored for that stanza with a guest appearance undoubtedly caused directly by her husband's function but also in behalf of the three-way charity groupings which took all the proceeds—Navy Relief, Army Emergency Fund and the President's Infantile Paralysis Foundation. Zorina put over a synchronized terp with Modoc in the center ring that marks a high point in sawdust annals. She seems born to balleteer with bulls, and it's a shame she won't continue the trick, being gifted as she is for more remunerative exploits under less ballyhootistic auspices.

Some Return Appearances

In the horsemanship niche Roberto de Vasconcellos and veteran principals do their classy work as usual, and the completion has been changed to a Latin American motif with a bull-fighting parade and fiesta that is also tops in dressmaking which will impress with great impact at all stands.

Some conventional turns seen with the Greatest on Earth have been shelved almost indiscriminately, but return appearances are made by the high-wire Wallendas and the terrific Les Kimris, French aerial revolve which was here before and is booked for the building only. Kimris went on next to the finale spec and clicked with balancing on bars suspended from their airplane rigging way up in the Garden beams, Vera Kimri being a swell-looker and an outstanding gymnast, as is her partner. Continuing in their spots are Alfred Court, with three rings of mixed wild and domesticated animals, aerial Wolthings and Louisa, equestrienne Erica Loyal (billed as Zarina), leaping Pilades-Cristiani, Juggler Truzzi, Cristiani bareback riding family with Lucio and Belmonte (latter in by courtesy of armed force), and the three Concello flying acts.

Nio Naitto is back after several years' absence, showing even better prowess on the tight-wire, a turn in which she is aided by the hefty youngster, Ala, who does a forward somersault effectively. They have the spot vacated by Huberi Cuccle. For one troupe which holds the tip at attention as a solo offering in the center curb there are probably few that can match the bicycling Shyrettos—Alfred, Walter and Honey, and the girl performs like her name. They were new here last year and went over solidly. Ditto for '42 with their matching rhythmic tricks on bikes of all sizes, including the highest unicycles in professional use.

Femme Patriotic Finale

A great part of the orthodox turns is in the hands of the Cristiani family and the branches thereof under various labels. This year for the first time they replaced the regularly hired teeterboard and acrobatic troupes and spread themselves over two stages and in center. In their bareback timing a girl of the cast missed the jump to the horse, fell face down on the ring curb, seemed stunned and was carried off. Act continued as if nothing had happened.

Erica Loyal's pastillion routine is advanced this year, top piece being a 10-horse driving finish, Roman styled. The trio of Fernandez troupes resumed their high-bar and net-diving turns in which Eddie Ward finished with a plunge from a high pedestal. John Tiebor pulled a good one by having two of his seals in a fin-to-fin balance. Roland Tiebor is at the Shrine circus in Buffalo, but is scheduled to start here on Sunday. Douglas Whyte's giant horse and midget pony didn't show at opening, and neither did the touted harlequinade, Harry the Five-Story Clown, and the Liberty Horse display. Maybe it was the time, the show having started with Fred Bradna's whistle at 8:20 and was over at exactly midnight, when some four dozen girls in the patriotic finale sent out sparklers from their lofty posts as heroic size likenesses of President Roosevelt faced the four-sided audience to end the Big Show's 1942 debut.

Five Dozen Girls

Ladies of the aerial, ground and equestrian ensembles: Angela Antalek, Valerie Antalek, Peggy Anderson, Beatrice Augustine, Estelle Butler, Dorothy Burt, Ann Bursk, Madeline Bent, Faith Bellinger, Muriel Boutz, Doris Claire, Vivian Claire, Hope Crumpton, Katherine Clark, Lydia Crowell, Connie Clausen, Peggy Dennis, Jerul Dean, Patricia Donnelly, Aileen Darnay, Mary Jane De Young, June De Young, Marie Edmunds, Joyce Fay, Marguerite Garner, Stasia Grady, Elfrieda Glorioso, Gloria Hunt, Bonnie Hunt, Geraldine Hill, Muriel Hilton, Jacqueline Hill, Lou Ann Haydon, Mickie Harris, Lona Ivanov, Elise Jung, Dolly Jahn, Kay Klein, Julia Kern, Beatrice Kaye, June Kramer, Claire Lavine, Theol Marlowe, Connie Meyers, Margie Markle, Fannie McClosky, Meta Meyers, Betty Nitsch, Sue Nettleton, Wanda Rogers, Andrea Reynolds, Boise Sprankle, Salena Sampson, Shirley Joy Tremblay, Betty Jean Tull, Sonya Tarrant, Princess Vanessa, Roberta Warriner Mader, Patty Warfield, Barbara White, Dorothy Winters.

New Displays and Production Items

Spec

Coming fourth in display order this year, spec is titled *Holidays*, described in the program as "festive gayety from New Year to Christmas in Glorious Processional Pageantry." The ripe adjectives are not amiss, but stacked along side last year's nursery rhyme spec it hasn't the lush richness. Theme this time has all the possibilities of its nursery predecessor, but a paring in the number of big floats and large papier-mache walk-arounds thinned out the current spec considerably. Any leaning toward a war motif was passed up not only in the spec, but in the entire show, and this is as it should be. There is still no reason why the circus shouldn't remain the circus.

Lend holiday depicted, of course, was New Year's Day, colorfully interpreted by a huge "stork," a New Year "babe" and a really old-timer of a calliope in new sideboard dress. Valentine's Day, St. Patrick's, Halloween, Thanksgiving and Christmas were all represented with floats and accompanying characteristic paraders. April Fools' Day, Easter and July Fourth had no gaudy floats, but instead, plenty of brightly pastel-costumed people afoot and mounted. Felix Adler, the King Cole of the 1941 spec, is the Santa Claus of this extravaganza and the veteran clown is the center of an even more bizarre setting. Preceded by a bell float, Santa's rolling sleigh is drawn by eight big bulls garbed in exaggerated long, white reindeer antlers. As Santa enters the center ring, a sprinkling of "snow" is loosened from the rafters. The Christmas section of this spec is by far the most virulent of the holidays portrayed.

Holiday theme was evidently designed to encompass only those calling for festive celebrations, thus excluding those like Memorial Day, Labor Day, etc. However, there was no May pole for May 1. Spec was created, designed and costumed by Norman Bel Geddes as it was last year. John Murray Anderson is credited with the staging, and gets similar credit thruout the program.

All-Girl Aerial Ballet

For color and flash this web spec featuring Elly Ardelty is one of the best features in the 1942 line-up. Webbing is string completely around the track with one five-web bar combo swung over the two stages, making the 38 girls doing the acro routines plus Mlle. Ardelty, who works the aerial over center ring. Girls parade out swathed in yellow capes and wearing a cross-breed of yellow shakos. Boys who pinion the ropes accompany the girls as valets, toting big cloth bags in which are stuffed the capes while the girls perform. Shedding of the capes reveals the shapely lassies donned in Cardinal red hue with matching red net stockings. Their work on the webs is routined in nifty turns cued to the Merle Evans band, and entire effect produced is one of which the Big Show can be proud. Arrangement and direction of the webbing routine is done by Barbette. Thomas Becher designed the costumes, and Anderson again is credited with the staging.

"The Wedding of Gargantua and Toto"

Actually this is a glorified clown walk-around, but with an overall theme. It is cleverly executed, and with the center attraction (the wedding) in the center ring, the production overflows over the stages and into the end rings. There is a certain amount of satire in the proceedings which is as funny and clever as the Peter Arno drawings in this year's printed program. The hitching of "Toto" and "Gargantua" is accompanied by everything, with the possible exception of the kitchen sink. Clown newsreel men, photogs, radio announcers and an

(See NEW DISPLAYS on page 56)

Running Order

As Caught at Opening Performance April 9

DISPLAY 1.—WILD ANIMAL EXHIBITION: Alfred Court, Prince Damon, Frederic Olson, Joseph Walsh, in three rings. (Court and Damon alternate performances in center ring.)

DISPLAY 2.—TRAPEZE: La Louisa (Davise), the Wolthings, the Mardons.

DISPLAY 3.—EQUESTRIAN NOVELTY: Zarina (Erica Loyal) in "The Postillion."

DISPLAY 4.—SPECTACLE: *Holidays*, processional depicting the festive days between New Year's and Christmas.

DISPLAY 5.—BICYCLING: The (three) Shyrettos.

DISPLAY 6.—LEAPING: The Pilades (Cristianis).

DISPLAY 7.—HIGH BARS and NET DIVING: The Three Fernandez Troupes, with Eddie Ward featured in net dive.

DISPLAY 8.—JUGGLING: Massimiliano Truzzi.

DISPLAY 9.—ALL-GIRL AERIAL BALLET: Web spec with Elly Ardelty; Artello Girls (3), Artello Girls (5), Dianes (14), Fiorettne (14).

DISPLAY 10.—DOMESTIC ANIMALS: John Tiebor, seals; Roland Tiebor*, seals; Douglas Whyte*, giant horse and midget pony; end rings with performing ponies.

DISPLAY 11.—BAREBACK RIDING: Cristiani Family, with Lucio and Belmonte; Senorita Machaquita.

DISPLAY 12.—"WEDDING OF GARGANTUA AND TOTO": Marital travesty on the gorillas, with clown alley.

DISPLAY 13.—TIGHT WIRE: The Naittos, Nio and Ala; Lopez Trio*, El Marino.*

DISPLAY 14.—HIGH AERIAL: Al Powell, Frank Shepard, the Davises, De Cuss, the Walters (Wolthings).

DISPLAY 15.—PROMENADE OF THE CLOWNS: Stops and walkarounds by the Joeys.

DISPLAY 16.—"BALLET OF THE ELEPHANTS": 38 ballet girls and 28 pachyderms; Vera Zorina special guest star opening night, working with bull Modoc, "prima ballerina."

DISPLAY 17.—FLYING RETURN: Concellos, Randolis and Comets, featuring Antoinette Concello.

DISPLAY 18.—"FIESTA DEL TORRES": Latin American bull-fighting production and dressage-menage, with Roberto de Vasconcellos, Aserveras-Konyot Troupe, Ella Bradna, Bobby Steele, Captain Koesler, Estelle Butler, Andrea Gallagher, Bobby Warriner, Thomas Cropper and Edward Gutridge.

DISPLAY 19—HIGH WIRE: The Wallendas.

DISPLAY 20.—TEETERBOARD and TABLE ACROBATICS: Three Cristiani troupes billed as Cristiani-Zerbinis, Los Montes, Rittera, Ortana, Pucinis.

DISPLAY 21.—HIGH REVOLVING NOVELTY: Les Kimris.

DISPLAY 22.—"THE CIRCUS SALUTES AMERICA": Grand Finale spec with 40 girls escorted by clowns.

*Billed but did not appear.

("Harry the Five-Story Clown," scheduled for No. 12, was omitted at opening; Liberty Horse display, billed No. 16, also omitted. Programed in latter are Roberto de Vasconcellos, Tex Elmlund and Arthur Konyot. Capt. Roland Tiebor's Trained Seals, at Buffalo Shrine Circus, April 6-11, are scheduled to appear at Garden beginning April 12. Les Kimris booked for New York only. Clown runarounds-walkarounds between various displays.)

Credits

Show produced by John Ringling North, staged by John Murray Anderson, designed by Norman Bel Geddes, with Henry Ringling North assistant to J. R. North and Pat Valdo the technical and personnel director.

Costumes, masks, wigs, hand props, animal coverings, carriage and horse trappings, uniforms for band and staff, by Brooks Costume Company; fabrics for costumes and draperies, Dazian, Inc.; special properties, Studio Alliance; special drapes, I. Weiss & Sons, Inc.; connecting cages of Mr. and Mrs. Gargantua air-conditioned by Carrier; Liberty horse harness, Barras; saddles, bridles and harness, Hermes, Kopf Company, Hubert Bonism, H. Kaufman & Sons, Curletti, and R. E. Pennell. Shoes, La Ray Boot Shop. Additional wigs, Lerch. Sparkler machines in Grand Finale, George Hanlon.

John Murray Anderson: Staged *Holidays*, All-Girl Aerial Ballet (costumes by Thomas Becher), Harry the Five-Story Clown (devised and designed by Winn), Wedding of Gargantua and Toto (costumes by Winn), Ballet of the Elephants (directed by George Balanchine, with music by Igor Stravinsky and elephant training by Walter McClain), Fiesta Del Torres and Grand Finale. Staffed by Hugh A. Anderson, business manager, and Carlton Winckler, technical director.

Norman Bel Geddes: General designer and creator of principal spec. Staffed by Thomas Parrar, supervisor; Miles White, costume sketches; Walter Yagerman, property sketches; Sylvia Saal, assistant.

Music, Merle Evans and His Ringling-Barnum Band, with special arrangements by Bert Knapp. Printed Program and Circus Magazine, Circus Publishing Company.

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Conducted by CLAUDE R. ELLIS. ROBERT DOEPKER, Associate. Communications to 25 Opera Place, Cincinnati, O.

Getaway Grosses Hold Up

Franks Fire Fighters' Unit Aids Macon Defense Corps

MACON, Ga., April 11.—An outstanding example of co-operation between showmen and Civilian Defense Corps was given here this week by personnel of Franks Greater Shows. Under leadership of W. E. Franks, owner, a complete emergency fire company was organized, equipped and placed in service to cover an important section of Macon residences and business houses. Franks provided a truck, hose, ladder, buckets, etc., and a fire-fighting crew of 22, mostly veterans of the first World War.

Taylor T. Carstarphen, city official and chief of the emergency fire fighting forces, paid public tribute to the showfolks' patriotic act. Because the shows will play most of the spring and summer in Macon and will be located in some sections for several weeks at a time, he said the organization's fire-fighting unit will be extremely valuable.

As a big defense center, Macon is making extensive plans to protect life and property in the event of air raids.

More Pledges Given to OAC

DES MOINES, Ia., April 11.—That the carnival field is responding enthusiastically to the "pledge of support" campaign instituted by the Outdoor Amusement Congress is evidenced in letters received by A. R. Corey, OAC executive vice-president, who maintains the central office of the org at 203 Masonic Temple Building.

Corey, put in charge of membership and co-ordination, sent communications to the field about 10 days ago, enclosing a printed list of the 10 objectives and membership blanks. Excerpts from some of the replies sent to him follow:

Harry L. Small, general agent Rogers Greater Shows: "We have been trying to keep up with the OAC thru *The Billboard* and we do want you to know that we are 100 per cent for the organization and we endorse and approve the objectives of the OAC."

"In Full Accord"

H. B. Shive, assistant manager Blue Ribbon Shows: "I am happy to say that we are in full accord with the objectives you set forth in your meetings of February 6 (Tampa) and March 7 (Chicago)

(See MORE OAC PLEDGES on page 35)

Moore's Modern Bow At Parma Satisfies

PARMA, Mo., April 11. — Moore's Modern Shows launched their 1942 tour here last Saturday to fair crowds and business, despite high winds and cool weather. Management was complimented on shows' appearance and local papers devoted much space to organization's line-up and attractions. Roster includes Jack B. Moore, owner-manager; Buddy Buck, assistant manager; Irene Moore, secretary; Hazel (Boots) Buck, treasurer; Everett Winrod, legal adjuster; Gregory Murphy, advance agent, and Curly Irwin, electrician.

Concessions: Taylor Miller and George Stanley, swingers; Ellis Poole, cookhouse; Ray Campbell, griddle; Loretta Wells, diggers; Waneta Stanley, palmistry booth; Ike Wolfin, hanger; Ted Reis, photo gallery and popcorn; Bill Murray, bingo, operated by Shorty Barber; James Kalen, country store; Mr. and Mrs.

(See MOORE'S BOW on page 35)

Tidwell Clicks at Texas Starter; Odessa Is Good

ODESSA, Tex., April 11.—T. J. Tidwell Shows, after successfully inaugurating their season at the third annual Midwest National Stock Show, Sweetwater, Tex., March 23, opened a week's engagement here March 30 as midway attraction at the National Hereford Show. J. A. Schneck, general agent, said business here has been above expectations.

Stand in Sweetwater proved a winner for the combo.

Douglas Opens in Wenatchee

MIDWAY, Wash., April 11.—Frank Ward, general agent, said here last week that Douglas Greater Shows will open the season at Wenatchee (Wash.) Apple Blossom Festival April 18.

Blue Ribbon Beats Weather at Opener In Columbus, Ga.

COLUMBUS, Ga., April 11.—Blue Ribbon Shows, under direction of lessee-operator Joe J. Fontana, got off to a good start on the season at their eight-day opening stand here, despite three days of inclement weather. However, warm weather returned with the soldiers' payday at Fort Benning, Ga., and enlisted men and civilians came out in large crowds for the rest of the engagement, and business was stepped up considerably. Shows were heavily billed via posters, newspapers, radio and street car and bus advertising.

Midway presented 10 rides, 12 shows, 27 concessions and band. Bob Fisher's Six Fearless Flyers is the free attraction. Mr. and Mrs. Castle's cookhouse was popular. Mr. and Mrs. Bruce Duffy's popcorn stand also reported a good week's business, as did Mr. and Mrs. George Spirades's frozen custard.

Vernon Moore, 10 concessions; Forrest Poole, 8; Art Alexander, 3, and the office has 3. Wednesday afternoon Mr. and Mrs. Art Alexander were hosts to Mr. and Mrs. L. E. Roth, Joe and Jean Fontana and H. B. Shive at a spaghetti supper. The next afternoon personnel tendered a combination farewell party for both and a birthday party for Mrs. Roth. After the party they left for their newly acquired home in Miami. Charley Wren's Motordrome and Clyde Howie's Monkeytown topped shows here, while the Ridee-O led rides.

Ward Registers Win At Baton Rouge, La.

BATON ROUGE, La., April 11.—Altho hampered by unsettled weather, John R. Ward Shows successfully opened the first of a three-week stand on local lots April 3, under Fire Fighters' Association auspices. Warm days and nights resulted in good business, Harry Wilson reported. Sponsoring committee and city officials co-operated.

Midway presented a shipshape appearance and O. C. McKenzie handled the paint jobs in quarters. Andy Carson, assisted by Charlie Marcello, supervised construction work. Ride line-up includes Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, Dipsy Doodle, Chairplane, Aeroplane, Kiddie Autos and Pony Ride.

Shows are Joe Mooney, Side Show; Tom Mehl, Minstrel; Mr. Allen, Athletic; Working World; Ernie Slavin, Motor-

(See WARD REGISTERS on page 35)

Goodman Preps for Debut In Little Rock April 24

LITTLE ROCK, Ark., April 11.—Workmen have been in quarters of Wonder Shows of America, Inc., for the last two months preparing for opening here April 24. Max Goodman, owner, said everything will be new this year and one of the features will be the wild animal show contracted recently. A complete arena has been built for the attraction.

Slim Kelley completed work on a new Side Show, and Zeke Shumway built a new Motordrome. Buddy Moon has put the final touches on his new Girl Revue. Railroad cars, wagons and equipment have been repainted, and color scheme is red, white and blue.

Russian Midget Show is another feature, and six new wagons have been built.

Misfortune Rules PCSA 4th Vice-Prexy Office

LOS ANGELES, April 11.—Office of fourth vice-president of the Pacific Coast Showmen's Association may be declared open and a fifth vice-president named. While no move has been instituted to make this change, there's been some talk of it. John Backman was named to the office March 23 when Charles W. Nelson was moved to third vice-president; Earl O. Douglas to second, and Roy E. Ludington to first vice-president to fill the vacancy caused by the resignation of H. A. (Pop) Ludwig. Backman presided at the March 23 meeting and 30 minutes after he left the clubrooms en route to his home in Venice, he was struck by a boy on a bicycle as he was boarding a street car. Backman sustained a broken arm and leg in addition to bruises and shock. He's confined to a hospital and will most probably be laid up all summer.

Accident recalled that in 1939 Phil Williams, fourth vice-president, died in the Veterans' Hospital that spring. In 1941 Pat Armstrong held the office and he died in the spring from injuries sustained when struck by an automobile as he was alighting from a street car after attending a meeting. John Ward, popular Venice and Ocean Park attractions operator, was then named to the office. Ward succumbed suddenly in his sleep in September last year.

Marks Starts Well At Inaugural Date In Newport News

NEWPORT NEWS, Va., April 11.—Despite cool weather, John H. Marks Shows had an auspicious opening here April 1, with paid admissions the initial night totaling 7,842. Located at the Builders' Baseball Club Stadium, in the heart of the city, midway presented a spick and span appearance. It was freshly painted and decorated and featured a new and well-illuminated front entrance. Tents are new and several new rides have been added.

Feature attractions included Speedy Merrill's Thrilldrome, including Speedy, Hazel Merrill and Ralph Justice. Gene Nadrau is on the front. Duke Jeannette's new Side Show clicked. Duke is on the front, with Ted Blank on the No. 1 ticket box, and Teddy Keller as inside lecturer. Margie Flynn is the annex attraction again. Art Gordon presents the V-Ranch Revue, featuring his wife, Dixie Douglas, and a line of eight dancing girls. Gordon also has the Miss America Revue.

Doc Anderson, colored revue im-

(See MARKS START on page 39)

RS Starts on Right Side At Southport Engagement

SOUTHPORT, N. C., April 11.—Despite cold weather, recently organized R. & S. Shows chalked up good business at their opening date here under Fire Department auspices. Rides and concessions reported satisfactory results and Owner and Mrs. Raffery spent most of the week in quarters at Leland, N. C., overseeing work still being done there.

Raffery and R. L. Hilborn, advance agent, went to Richmond on business during the stand, and Mr. and Mrs. George Smith, shows' co-owners, visited the lot Saturday night.

The Billboard Subscription Rates Upped

Only two weeks remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

	Until April 30	After April 30
One Year	$5	$7.50
Two Years	$8	$12.50
Three Years	$10	$16.50

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.

Parade Ushers In RC Season

TUCSON, Ariz., April 11.—With light rains and strong winds somewhat hampering opening festivities, Rubin & Cherry Exposition showed off on its 1942 tour here April 4 under American Legion Post auspices. A downtown parade, with Arthur Hockwald's Georgia Minstrels participating, was held at noon opening day. While the parade was in progress Station KVOA broadcast a 15-minute program, with the Hawaiian Show band and other entertainers featured. Jack Ryan, of Hockwald's Show, was emsee.

Shows spent more than four months in quarters here and both local papers and radio stations were liberal with space and time to the midway, which is under management of L. (Bob) Lohman. Jesse J. Reis assumed his duties as treasurer last week, and Albert S. Stone is handling a similar position in the concession department for Sam Gordon, concession manager.

Billy Bozell has the Circus Side Show, and Leon Blondin the Monkey Hippo-

(See RC OPENER on page 35)

Frisk Scores Good Getaway at Debut In N. Little Rock

NORTH LITTLE ROCK, April 11.—Frisk Greater Shows got off to a formidable start at their seven-day opening stand here under Missouri-Pacific Boosters' Club auspices. Good weather and business prevailed, with only one night being lost during the engagement. Kiddies' matinee, Saturday, was above average and all reported good play from soldiers at near-by Camp Robinson. Shows play one more stand in Arkansas before moving into Missouri and Minnesota. Visitors here included Max Goodman, Tom Puzzell and Kid Burns.

Staff and roster includes Grace E. Frisk, manager; Glenn L. Jackson, assistant manager; Ethel Gavick, secretary and treasurer; James P. Murphy, general agent; Earl Stanch, advertising and sound car; Neal Lanigan, electrician and lot superintendent; Jack Miller, mechanic; J. C. Roberts, publicity, and Jimmy Carley, mailman and *The Billboard* sales agent.

Rides

Merry-Go-Round, Edward Williams, foreman; Bud Johnson, clutch; Edith Jorgenson, tickets. Octopus, Carl Agman, foreman; Earl Dannes, loader, and Vickie James, tickets. Ferris Wheel, Frank Woods, foreman; Harry Mallick, second man; Lena Olsen, tickets. Tilt-a-Whirl, Lois D. Rhodes, foreman; Floyd Stravenau, clutch; Mary Archer, tickets. Kiddie Autos, Earl Garner, operator; Eva

(See FRISK SCORES on page 35)

Jones Under Way At Augusta, Ga.

AUGUSTA, Ga., April 11.—Johnny J. Jones Exposition's winter-quarters program was completed two days ahead of schedule and equipment arrived here in plenty of time for opening. Final stages of activity found all wagons repainted and coaches bedecked in new colors, Ralph Lockett reported. Reported labor shortage did not prove what was apprehended as most of the regulars made their appearance here for opening. E. Lawrence Phillips returned from a business trip to Washington, and General Agent J. C. (Tommy) Thomas and Representative John Lorman sent encouraging reports. Johnny J. Jones, accompanied his mother, Mrs. Hody Jones, here for the opening, after which he returned to his studies at Stetson University, De Land, Fla. Johnny has also enrolled for a course and training in aircraft.

Many Augusta friends welcomed the organization back here, site of shows' winter quarters for four years. Phillips and his new associates, Morris Lipsky and Buddy Paddock, were kept busy opening night receiving the congratulations of local acquaintances on the new

(See JONES UNDERWAY on page 39)

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WONDER SHOWS OF AMERICA

CALL—"America's Finest Railroad Show"—CALL

OPENING APRIL 24 AT LITTLE ROCK, ARK.

TO BE FOLLOWED BY A SPLENDID ROUTE OF STILL DATES AND FAIRS.
ALL PEOPLE HOLDING CONTRACTS, PLEASE ACKNOWLEDGE THIS CALL

Can always use high-class Attractions with or without own outfits. What have you?

WANT WANT WANT

Second Men on all Rides. Foreman for 8-Car Whip. Train Polers and Train Hands. Workingmen in all departments. Buddy Moon wants Girls for Girl Revue. Bud Jorgensen wants Girls for Posing Show. Zeke Shumway wants Riders for Motordrome. Piano Player for Russian Midgets. Albert Sexton wants Help for Cook House and Grab. Roppo wants Concession Agents. Louis Yaffa wants Agents for Grind Stores and Girls for Ball Games. Joe Goodman wants: CORN GAME MAN WANTED. Capable of calling and taking complete charge. Good opportunity for a married couple. Earl Maddox, get in touch with me on above.
Also CAPABLE CANDY MAN to take complete charge of all candy sales. Write or wire JOE GOODMAN, WONDER SHOWS OF AMERICA, INC., Box 21, Little Rock, Arkansas.

All address: MAX GOODMAN, Mgr., P. O. Box 21, Little Rock, Ark.

W. G. WADE SHOWS

SPECIAL NOTICE

Owing to the conditions of the show grounds, we have postponed our opening to May 8.

We have ample room at our Detroit winter quarters to take care of all Shows and Concessions wishing to come in early. All Riding Devices may begin work at once on the Detroit lots. Can use one or two more Shows and a few legitimate Concessions. Cook House still open.

Address W. G. WADE, 289 Elmhurst, Detroit, Michigan.

HELLER'S ACME SHOWS

Good proposition for Cook House, Corn Game. Want Grind Concessions that can and will work for 10c, Long Range Shooting Gallery. Have complete 10-in-1 outfit, want Man to manage same; also Side Show People; this is an office show, or will turn over entire show to good Manager. Complete Athletic Show, want Manager. Can use good Cook for Cook Show. Good proposition for Fun House, Glass House or any other worth-while Show with or without outfits. Can book Octopus and Roll-o-Plane; have all other Rides. Want Electrician, have my own transformer truck. Man to take charge of Whip. Can place Ride Help, top salary to all. Help report to winterquarters, Campgaw, N. J. Phone, Wyckoff 421; residence phone, Orange 4-5447. All address: HARRY HELLER, Manager, 50 Harrison Ave., West Orange, N. J., or Campgaw, N. J., General Delivery.

P.S.: This Show carries 3 high-class Free Attractions: Smith's Diving Horses, and Pete Van Lane booked; can use one more.

HUBBARD'S MIDWAY SHOWS

OPENING IN MARION, OHIO, April 20th. The big defense city—over 10,000 transient government workers here. Hitting four big pay days with $450,000 pay roll.

WANT Ride Foremen and Ride Help; best and sure pay. Come on in to winter quarters. WANT Shows not conflicting. Talkers, Ticket Sellers, Dancing and Posing GIRLS, Workingmen, come on to winter quarters. Want to hear from Hank Sylow, Doc Noel and others. FREE ACTS. WANT Concessions: COOK HOUSE (privilege in tickets), Ball Games, Arcade, Custard, Pan Game, Lead Gallery, Palmistry, Hoop-La, Darts, Fish Pond, Scales, Pitch-Till-Win, Coca-Cola Bottles, Cigarette Gallery and other legitimate Concessions. NO GRIFT at any time. All those contracted take notice.

D. STACK HUBBARD, Gen. Mgr., Winter Quarters, 710 N. Lane St., Bucyrus, Ohio.

VICTORY EXPOSITION SHOWS

On account of disappointment, WILL BOOK MONKEY SHOW.
Have complete, beautiful frame-up for same.
WILL BOOK ORGANIZED MINSTREL SHOW (Jake Dimes, wire), ALSO PIT SHOW.
CAN PLACE RADIO WHEEL, PET SHOP OR ANY GOOD WHEEL AGENTS.
LEGITIMATE CONCESSIONS OF ALL KINDS
WANT RIDE FOREMEN, SECOND MEN AND RIDE HELP WHO CAN DRIVE SEMIS.
All Address:
VICTORY EXPOSITION SHOWS, 201 Austin St., San Antonio, Texas

WANTED—V . . .-EXPOSITION SHOWS—WANTED

General Agent, also Banner Man. Will book Shows with own equipment at twenty per cent. Will sell exclusive on Cookhouse, Photos, Diggers, Palmistry, Long and Short Range Lead Gallery and Ball Games. Will also book any other Concessions except Bingo. Want Tilt-a-Whirl and Merry-Go-Round Foremen. Wire or come on. A. SPHEERIS, Gurdon, Ark., this week.

WANTED BARKOOT BROS.' SHOWS

High-class Shows, two more Rides. Can place Merchandise Concessions. Can place sober and reliable Ride Help that can drive semi-trucks. We open April 18 to 26, through Saturday and two Sundays, Toledo, Ohio, American Legion Junior Drum and Bugle Corps, Post 553, Corner Dorr and Macow. Address: K. G. BARKOOT, Manager.

Sheesley Registers Good Business at Anniston Inaugural

ANNISTON, Ala., April 11.—Mighty Sheesley Midway got away to a flying start on the 1942 tour with a good opening engagement here. Rides and concessions reported exceptional results, while the only show to open, John Sheesley's Hollywood Wild Animal and Monkey Circus, did well. Fred Marks has been re-engaged to manage Johnny's show, while Lorraine Wallace's Fighting Afrian Lions are featured. Stanley, chimp, is offering a number of new routines.

John M. Sheesley has recovered from a cold, and Charles Sparks and Mayor Coleman, Anniston, were guests of Sheesley at opening. Station WHMA and Manager Vernon Storey co-operated, as did Colvin Maxwell, managing editor *Anniston Star*. Sheesley and Robert North were guests at dinner of Mr. and Mrs. Maxwell at their home. Dorothy Sheesley's repainted corn game is doing well. E. H. (Eddie) Smith, secretary, arrived from his home in Jacksonville, Fla., and Charlie Sheesley, business manager, came in from his home in Harrisburg, Pa. Tex Neiter, formerly with World of Mirth Shows, is trainmaster.

Show train has been repainted, and General Agent J. B. Hendershot is away on a business trip. H. H. Rowe, Funhouse operator, is in his third season with the shows. Jeanna (Ma) Williams returned with her Tilt-a-Whirl and is doing well. Mr. and Mrs. William Zeidman repainted and conditioned their five rides. Mr. and Mrs. Rudy Rivers returned from their Florida vacation with their concessions. Mr. and Mrs. Al Hubbard are lining up their Sex Show talent. Mr. and Mrs. Gene Padgett and baby are here. Gene will operate the Body and Soul Show this season, but currently is making openings on the Monkey Circus. Mrs. Clay May recovered from her recent illness. Clay May, who has been assisting Owner Sheesley this winter, will leave soon to resume his special agent activities. Mrs. Charlie Pounds purchased a new top for her cookhouse. Her grill men are Bill May and Eddie Kennan. Mr. and Mrs. Al Renton arrived to open their Side Show. Al's line-up includes Berta Bert, Singlee, Bob Huddleson and Ann Gething. J. C. Ryan, formerly with Lee Bros.' and Christy Bros.' circuses, is working for Mac McCary. Harry W. Hennies, Hennies Bros.' Shows, visited Sheesley here. Robert North arrived March 26 from his home in Lynchburg, Va., to resume his duties as press representative. Dick Conn, talker on Al Hubert's Sex Show, is here.

League History in Pictorial Volume

CHICAGO, April 11.—Memorabilia of the Showmen's League of America has been enriched by completion of a remarkable volume that has been in preparation for several months and now reposes in the League lounging room, where it is the center of interest to members. Unique in several particulars, volume carries a pictorial history of the League from its inception to the present time. Leading off with a photograph of Col. William F. Cody, first president, surrounded by other photos of showmen active in the League's formative days, the pages present a succession of pictorial history—photos of each year's banquet, officers of the League, scenes at Showmen's Rest, pictures of many special parties and other gatherings, and several pages of miscellany, such as tickets and passes of many circuses and carnivals and various other material of interest to showmen.

When opened out the book has a spread of nearly six feet and pages are about three feet wide. Covers are of a high quality leather and the pages are of heavy leatherette, making a book that is practically indestructible. On the outside front cover, in gold, are the League emblem and the words "The Showmen's League of America." The book might well be titled "The Showmen's League of America in Retrospect."

The idea for the book was conceived by William Carsky, treasurer. Work of designing it and preparing the photographs for insertion—a tremendous job—was done by Harry A. Atwell, photographer, and the book was made by the Barrett Bindery Company, which did a magnificent job. It is done in loose leaf style so that additional pages can be added for future years. Compliments on the book have been numerous.

Hutchens Modern Museum

WANTS ACTS

Musical Acts, Jugglers, Magic. Also good, strong Annex Attractions. Grace McDaniels, wire me. Tattoo Artists, Girls for Illusion, man and wife preferred; Inside Lecturer. Ticket Seller that can drive truck. Show opens Pittsburg, Kansas, April 20th. All address:

JOHN T. HUTCHENS
1050 Wall Street Joplin, Mo.

RIDE HELP WANTED

Foreman for Rocket Ride, also Second Man for Rocket and Fly-o-Plane. Workingmen on both Rides. Anybody working for me before, come on; can use you. Tickets to those I know. TOP WAGES.

J. Lee Cuddy

Royal American Shows Tampa, Fla.

WANTED

Good, strong Mental Act, also useful Illusion People, for Cetlin & Wilson Shows. Arch McAskill or Hughie Mack, write.

CARL J. LAUTHER

Petersburg, Va., until April 18th; then Baltimore, Md., four weeks.

WANT HELP

Can use Ferris Wheel Foremen and Kiddie Ride Operator. Must have experience and no boozer. Five months' work and pay each week.

LACHMAN'S

933 G Street, N. W. WASHINGTON, D. C.

WANTED

Men Agents for Cat Rack Ball Games, or Man and Wife. Penny Arcade Mechanic. Pan Game Operator. Mike, Hakenda, Glen McLeely, wire.

Opening April 23rd Terre Haute, Ind.

L. I. THOMAS

Filbeck Hotel TERRE HAUTE, IND.

—WANTED—

2 good, neat-appearing Men with Cars for Convention Journals. Experienced only on this work apply. Also Ticket and Program Ladies and Gents with or without Cars for Relief Society. Want Acts, Attractions, Units, Bands wishing to donate services. Address:

Charles Kyle, Bond Hotel, Hartford, Conn.

GOLDEN GATE SHOWS

Will open April 18 at Elkton, Ky.

Want Ball Games, Stock and Grind Joints. Concession Agent wanted. Hoppy Chapman, come on. Want Kiddy Rides. Have outfits for money-getting Shows. Want Grind Shows with your outfit. Want Ride Help that can drive trucks. All mail and wires: Pembroke, Ky., till the 18th of April; then Elkton, Ky. FRANK OWENS, Mgr., Golden Gate Shows, Box 625, Pembroke, Ky.

WANT DROME HELP

Lady and Men Riders. Sure, top salaries. Grinders, Talkers, Ticket Sellers.

WALTER B. KEMP

Box 910, Tampa, Fla., until April 19; after that care Royal American Shows, Grande & Laclede Ave., St. Louis, Mo.

WANTED

Mental Act and Talker. Can always use reliable Side Show Acts for Long season.

WENDEL (PROPS) KUNTZ

CARE ART LEWIS SHOWS NORFOLK, VA.

BARKER SHOWS

Can place Grind Shows. Have complete outfits for What Have You?, Monkey, Side Show, etc. Concessions: Pop Corn, Diggers, Custard, Ball Game, String Game, etc. Athletic Show open. Ride Foremen for Tilt and Wheel. This week, Cape Girardeau, Mo.; next week, Flat River, Mo.

MRS. STELLA BARKER

T. J. TIDWELL SHOWS

WANT

Ride Men, two Ferris Wheel Rope Men, Kiddie-O Foremen that can drive semis. Top salary.

Midland, Texas, next week

Durant Is Fair for RW; Line-Up Is Set

DURANT, Okla., April 11.—Reynolds & Wells Shows wound up their second week's stand of the season here last Saturday to business which, altho not bad, was not up to expectations. Shows are attractive in appearance and plenty of paint has been spread and new canvas added. Owners L. C. (Curly) Reynolds and H. Wells have installed new fixtures in the new office wagon, as well as a fluorescent lighting system. Besides Messrs. Reynolds and Wells, staff includes W. J. Lindsay, advance agent; Art Signor, secretary; E. J. Ryan, 24-hour man; Al Carpenter, electrician, and Frank Cannon, transportation.

Office is in charge of Fred (Pappy) Miller, and the ball game owned by Mrs. L. C. Reynolds and operated by Leona Crowe is doing well. Homer and Judy Friend's photo gallery is popular. This year is their fourth with the shows. J. B. Lefever returned with gold wire and jewelry, his third year here. Jack Banning has the palmistry booth, assisted by Ruth Wells and Sally Cannon. Other concessions include cigarette gallery, Bill Hollis; popcorn, E. C. (Dad) Reynolds with Shorty Buford Hart, assisting; Mrs. Mary McClanahan, hoop-la, Betty Howard and Helen Dove, agents; corn game, Mr. and Mrs. Sam Leib; assistant caller, Lee (Solly) Sullivan; agents, Bill Wolfe, Ray Weber, Adam Zimmer and Bob Van Dyer; soft drink and string game, Mrs. Opal Shipley; rat game, Terry Templeton and E. Keys; A. Lane, one penny pitch; Pee Wee Lowman and Mrs. Lee Kimball; Raymond Taylor, six; bowling alley, Lee Kimball; Bill Crowe, one; Kokomo Jimmie, blower; Punk Baldwin, one.

Rides

Merry-Go-Round, E. Sterns, foreman; L. Morris, second man. Ferris Wheel, Chet Fowler, foreman; Ken Shipley, second man. Kiddie Auto Ride, Al Patzold. Buck McClanahan has four rides, including Roll-o-Plane, with B. A. McLeod, foreman; Tim Nolan, second man, and Mrs. Spurgeon, tickets. Octopus, Marian Spurgeon, foreman; Bill Ramsey, second man, and Mrs. Hicks, tickets. Spitfire, Joe Pruitt, foreman; Harry Kelly and Carl Kemp, second men, and Mrs. Pruitt, tickets. Tilt-a-Whirl, Jay Brazille, foreman; Slick Robertson, Smokey Freeman and Jack Grimer, second men. Miniature Train, E. E. Crowe.

Shows

Side Show, Dick Hand, manager; Lyle (Curly) Prichett, talker; Michael McCabe, No. 1 box; W. Plank, No. 2 box; James Leroy McConell, whipcracker and knife-thrower, assisted by Mrs. Curly Prichett; Arthur Miller, contortionist; Alli Hill, fire-eater; Tex Percy Vaughn, tattooer; the Kings, mentalists; Henry Valsic, pinhead; James (Waxo) Sterns, pincushion and glass-eater; Capt. C. Berry, magic; Judy, wonder dog, worked by Mrs. R. Hand; Major LeRoy, Punch and Judy; Frances Doran, No. 1 annex, and Diablo, No. 2 annex.

Cookhouse—Iva Doran; waiters, Bell Williams and Gene Coldwater. Argentina

(See RW DURANT OPENER on page 57)

Hughey & Gentsch Shows WANT

Operator for either Smith & Smith Chairplane or Big Eli Wheel. If you can operate either one and are sober, reliable and can drive semi, wire at once. Pay your wires. Must join this week. Also want good, experienced Second Men on Rides. Want Man to take charge of Turn-Over Fun House. Address:

Picayune, Miss., this week

Side Show People, Notice

Art Converse wants at once A-1 Magician who can lecture inside. Will give wonderful proposition. Working Acts, Annex Attractions, Freaks. Alfred Green, Capt. Sig Anderson, Red Friend, Earl Meyers, Billy Wendall, Patsy Smith, write. All salaries paid from office. Want Talkers and other Help for Animal Show and Monkey [illegible]. Show opens at Richmond, Ind., Apr. 23.

VIC HORWITZ, MOTOR CITY SHOWS

Lincoln Hotel INDIANAPOLIS, IND.

E. G. WILSON SHOWS

Opening Rockwood, Mich., April 18; Monroe, Mich., first show in, week April 27. Can place legitimate Concessions. Will sell exclusive on Cook House and Photos. Want Shows with own outfits. Charlie Ziegler can place Help on all Rides. Address:

WILSON SHOWS, 758 Grove St., Wyandotte, Mich.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 11.—Certificates of membership in the association for the current year have been mailed to all shows in good standing. Members are requested to preserve these certificates since some of them have found the certificates a convenient document for establishing identification and similar purposes. In each instance the title of the show has been set forth in the certificate in accordance with the information on file in this office. All members are requested to acknowledge receipt of their certificates. We are making plans for our visitation program for the summer and would appreciate it if any members interested in the program would contact us, giving their preference as to the date and place of such visitations.

War Production Board has handed down numerous additional orders of interest to carnivals. They include further regulations applicable to the operation of the priority system, additional rules relative to the rationing of new commercial vehicles, and orders relative to materials to be used in the construction of motor trucks, truck trailers and passenger cars. We also have a copy of an order relative to the use of electric power produced in the so-called Niagara Frontier Area.

There appears to be a special problem relative to gasoline and oil in Alabama with reference to taxation, and detailed information on this subject is also on file and available to the membership.

New orders relative to the operation of the priority system have been issued by the War Production Board which may be of interest to the Carnival Industry. Detailed orders have also been handed down relative to the availability of cotton duck materials. Included in these materials are certain types of canvas useful to the industry. Shows which anticipate purchasing additional canvas would do well to familiarize themselves with these orders.

Thomas Hector, co-owner Sunburst Exposition Shows, was a recent visitor at the association offices. Membership campaign is under way and soon all non-member shows, whose names are known to the association, will receive an invitation to join.

St. Louis

ST. LOUIS, April 11.—Fidler United Shows, Oliver Amusement Company and Maryland Shows are doing a good business on local lots despite inclement weather. Mrs. Sam Fidler returned here last week after spending three weeks in Hot Springs recovering from a recent sick spell. J. C. McCaffery, general manager Amusement Corporation of America, spent Wednesday here, leaving that afternoon for Washington. A. (Booby) Obadal, Victory Exposition Shows, visited *The Billboard* office Monday, as did Frank J. Lee, general agent and publicity director for Al Baysinger Shows. Ernie Young, Barnes-Carruthers, is here directing advance work on St. Louis Police Circus.

Sunny Bernet, Globe Poster Corporation, spent several days here visiting friends. Charles Lenz is visiting shows in this vicinity. John Howard closed his museum downtown and is playing local lots with Oliver Amusement Company. Joe Darpel, Bill Hames Shows, will remain here several weeks before leaving for Texas to rejoin the shows. Bennie Summer, last two seasons with Sol's Liberty Shows, has taken a permanent position here.

Mrs. Goldie Fisher and niece were here for several days this week visiting friends. H. Frank Fellows, president Springfield Wagon Company, and his assistant, F. P. Slice, visited *The Billboard* office Wednesday while in the city on a buying expedition. Mr. and Mrs. T. R. DeWitt, concessionaires, joined Oliver Amusement Company this week. Robert W. (Bob) Morlock, veteran carnivalite, left this week for Caruthersville, Mo., to join Sol's Liberty Shows. Mrs. Esther Speroni, owner Midway of Myrth Shows, was here several days. Matt Dawson, Acme Premium Supply Corporation, left today for an extended trip thru Missouri and Arkansas. Charles Humphries left Wednesday for Nashville to join Great Lakes Exposition Shows, where he will look after Bert Melville's rides.

Jimmie Aarons (Kokomo Jimmie), prominent concessionaire, arrived on Wednesday and will visit friends here for the next week or 10 days. Carl Byers, co-owner of Byers Bros.' Shows, passed thru the city Tuesday en route to Jacksonville, Ill., where he went from quarters in Kennett, Mo., to purchase several light plants. Sam Goldstein, operator of the bingo game on Vic Horwitz's Motor City Shows, visited *The Billboard* office Tuesday while in the city on business. Art Guilliani, Illinois Plastic Products Company, returned this week from a trip thru the South on which he visited various carnivals.

C. & L. SHOWS

Opening at Lebanon, Mo., April 18th

All Concessions open—Bingo, Photos, Cook House, Lead Gallery, Cork Gallery, Popcorn, Ball Games, Stum Concessions. Shows with own outfits. Don't write, wire.

C. & L. SHOWS, Lebanon, Mo.

Arthur Fair in Calif.; Windstorms Damage Tops

LOS ANGELES, April 11.—Arthur's Mighty American Shows closed a fair five-day stand in San Fernando, Calif., after playing to good crowds for two weeks at Inglewood. San Fernando run was under auspices of L. L. L., and business there was hampered by daily windstorms, which grew in intensity to wreck the menagerie, Circus Side Show and Athletic Show tops the third night. Repairs had to be made before the tops could be used again, and quick work on the part of employees averted greater damage when the storm grew in velocity about 4 a.m. the next day.

Mr. and Mrs. Art Johnson entertained the personnel at a spaghetti supper March 27. Visits were exchanged with members of Clark's Greater Shows and Golden State Shows. Visits were also exchanged with Russell Bros.' Circus at Alhambra, Calif. Other visitors included Sam Brown, Mr. and Mrs. Robert Winslow, Joe Lewis, William and Ruth Groff, Mr. and Mrs. Johnnie Miller, George Morgan, Mr. and Mrs. C. H. Alton, Charles Soderberg, Mr. and Mrs. Jack Baretl, Doc Cunningham, Mr. and Mrs. William McKee, Ed Jessup, Harry Fink, S. L. Cronin, Irving J. Pollack, Della and Joseph Ryan, William DeMiller, Danny Callahan and Charles Youngman.

Coleman Signs Monarchs

BOSTON, April 11.—Coleman Bros.' Shows have signed the Daring Monarchs, high act, as the free attraction for 1942, Arthur P. Brunner said here today. Act is owned by Paul Nickel and booking was made thru Al Martin. Act will join shows at their opening in Middletown, Conn.

WANT FOREMAN

For Three-Abreast Merry-Go-Round, salary $30. Must drive Semi. Also Second Man. Have Dope Show open for capable Operator.

Great Lakes Exposition

Huntsville, Ala., this week; Cairo, Ill., next.

WANTED

For new park, 5 miles from Hartford, Conn., on New Haven Highway. Rides of all kinds. Will book or buy half interest. Good opportunity for Bowling Alleys. Long lease. Will book any other amusements suitable for park.

Address:

SPORTLAND

354 Asylum St. HARTFORD, CONN.

WANT MUSICIANS

Owing to draft can place Trumpet, Trombone and Bass. Read, fake and sober.

CHAS. A. CLARK

Dodson Show, Box 3317, Jacksonville, Fla.

CONCESSIONS WANTED

Duck Pond, Bowling Alley, Dart Balloon, Cigarette Gallery. Want Ferris Wheel or Merry-Go-Round Foreman. Tony Philipof, Reed Dunder, write.

MIKE ZEIGLER

Hotel Milner Philadelphia, Pa.

WANTED

Shows and Concessions that don't conflict. Account of disappointment can book Corn Game. Opening middle of May.

ROGERS BROS.' SHOWS

Pelican Rapids, Minnesota

LAST CALL! LAST CALL!

ROSS MANNING SHOWS

OPENING APRIL 30, POUGHKEEPSIE, N. Y.

RIDES: Can place Kiddy Rides. Have six Major Rides. SHOWS: Can place Grind Shows, with or without transportation. CONCESSIONS: Palmistry, Penny Arcade, Shooting Gallery, Long and Short Range, Cigarette Gallery. Can place Sound Truck. Want Ride Help who can drive semi-trailers. This show completely motorized. Address

ROSS MANNING, 1564 BROADWAY, NEW YORK CITY

MIGHTY MONARCH SHOWS WANT

For Jacksonville, North Carolina, Week April 20 — Forty Million-Dollar Camp Project — Biggest Boom in East — Firemen's Celebration

Want Concessions of all kind. Special proposition for good Cook House. Want Ball Games, Pitch To Win, String Game, Fish Pond, Striker or any legitimate Concession. Want Arcade and Diggers. Want Monkey or Animal Show, Ride Help in all departments, Performers and Musicians for Minstrel, Acts for Side Show, or will book complete Show. Routed in the best industrial sections of America. All address:

N. P. ROLAND and GEORGE COFFAS, Charleston, S. C., Navy Yard Station, this week.

J. J. PAGE SHOWS

OPENING APRIL 25

IN THE HEART OF TOWN—JOHNSON CITY, TENN.—A WONDERFUL OPENING SPOT

Account of disappointment, can place COOKHOUSE and CORN GAME. Also opening for other legitimate Concessions. WANT RIDE HELP. Also useful Show People in all lines. Jerry Jeffrey wants Girls for Revue. Can place Musicians and Performers for Colored Minstrel Show. Want Boxers and Wrestlers for Athletic Show. Butler and Helen Hayes want Sideshow People. Spot Bastinge and Ike Chapman, get in touch with me. Everybody wire, as time is short.

Address: J. J. PAGE SHOWS, JOHNSON CITY, TENN.

P.S.: R. C. Mills, been trying to locate you to refund deposit.

Frank Burke Shows Want

Three-Abreast Merry-Go-Round Foreman, top salary; also Ride Help that can drive Semi. Ride boys knowing E. W. (Slim) Wells, answer. Can place Athletic Show. Have outfit for Girl Show. Will book Monkey Show or any 10-Cent Concessions. Will book Fish Pond, High Striker, Hoop-La, Penny Pitch, Scales, Guess Your Age.

Long season, with fairs starting in June. Bayard, New Mexico, week April 13th; Carlsbad, New Mexico, week April 20th.

Copyrighted material

WANTED

First-class Builder and Designer that can also handle lot. Salary no object if you can produce. Address:

DODSON'S WORLD'S FAIR SHOWS

Jacksonville, Fla.

WANTED FOR VICTORY SHOWS

LAST CALL—OPEN APRIL 25

Corn Game, Cookhouse, Photo. All Concessions little or nix. Will sell X on F. F. Will use Shows of all kinds.

ROXIE HARRIS, Silersburg, Ind.

WANTED RIDE HELP AND CONCESSIONS

Foreman for Chair-o-Plane. Foreman for Dual Loop-o-Plane. Second Man for Merry-Go-Round, Whip and for all Auto Rides. Top salary, no coal tickets, pay every week. Show place—Philadelphia lots until Fair. WANTED—Man for Custard. Must be sober and reliable; top salary. WANT CONCESSIONS—Must be strictly legitimate only, no Wheels or Coupon Stores. Show now open at Third and Berks Streets, Philadelphia, Pa. Slim McLaughlin would like to hear from his old friends who worked with him. Wire or write

MAX GRUBERG, Manager P. O. Box 101

SCOTT EXPOSITION SHOWS

WANT

Grind Shows with or without outfits. Can place new Novelty Ride. Good proposition (14 Fairs). Minstrel Show Performers, also Band. "Rubber," come on. Concessions—We are playing 8 weeks in the billion-dollar coal fields of West Virginia. Atlanta, Ga., this week; Dalton, Ga., follows.

Address G. D. SCOTT, Fair Grounds, Atlanta, Ga.

P.S.: Hess Loop-o-Plane for sale. New motor, good shape, $750.00.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Pioneer

WAVERLY, N. Y., April 11.—Perris Wheel arrived and everything is in good shape, Manager Percell returned from an extensive booking tour and said he plans to play defense towns. Trailer racks are being built and other repairs are being made to motor equipment. Joe Kopus, former concessionaire, writes he will not be with it. He's in the army. George Schuyler and Art Conover joined the ride crew. Mr. and Mrs. Harry Posey are en route to quarters. Don Tinley, sound truck operator and promoter, placed his equipment and will handle the special events. Visitors included Mr. and Mrs. Ed Perquette, Harvey Posey and George and Mabel Epstein. GEORGE HARVEY.

De Luxe

ROCKVILLE, Conn., April 11.—Returning home from a winter in Florida, Owner Joseph Bury opened quarters and work has been progressing rapidly. Equipment is being repaired and painted. Painter Clarence Cook resigned his defense job and is here. In addition to Owner Bury, who is superintending the work, the writer and Cook, those on the job include Howard Stewart and Pop Kelly. Daily visitors are Oscar LeValley and Louie Gold. George Southerland is expected soon to assume his duties. Curtis L. Rockus visited Owner Bury en route to Dodson's World's Fair Shows. BILLY OEPINGER.

O. C. Buck

TRENTON, N. J., April 11.—Trucks were loaded and started on the trek to Silver Spring for the scheduled opening April 9. Toby Kneeland turned out a Merry-Go-Round that looks like new. Mr. and Mrs. Tom Heffernan arrived, and Lloyd and Clementine Coffey's new trailer is a popular hangout for visitors. Mr. and Mrs. Bomberg arrived with their Silver Streak. William Bowland, treasurer and *The Billboard* sales agent, has his office in good shape. Sam Beede has his truck loaded and ready. Mr. and Mrs. Jack Lambert are sporting a new trailer. Bill Owens is in Silver Spring billing Washington for the engagement. Goldie Fitts has been visiting Philadelphia and Mrs.

(See WINTER QUARTERS on page 67)

Los Angeles

LOS ANGELES, April 11.—With Foley & Burk Shows opening last week-end, the number of showmen wintering here has dwindled more, and the exodus of showfolk from Los Angeles has been more rapid this season than ever before. Capt. David Barnett left for the Carolinas to join the Hutton Whale Show. Mabe Monday gave the Pacific Coast Showmen's Association an interesting history on whales at a recent meeting. Tom Hughes is back on the Coast from a trip to Mississippi. Ed and Inez Walsh, Bristol Hotel, are back in the city after a trip into the outlying regions.

Mr. and Mrs. J. E. Pepin are putting on a Bird Circus at the Broadway Department Store here. Pat Shanley is still on the sick list. Ross Ogilvie is doing bit parts in movies. Jack Brooks returned to town after a long absence. Clyde Gooding left to join Foley & Burk Shows. Ray Johnson still wears his United States emblems and has a new one each week. Mr. and Mrs. John Houghtaling have moved into a new apartment. Johnnie Parsons visited recently. Elden Frock is with Fiesta Shows. Dick Gowdy, who operated the elevator in the PCSA building for some time, but who is now in the army, visited the club. Dan B. Gilbert, Clark's Greater Shows was in town, as were T. R. Johns and J. E. (Milt) Arnold. J. C. Carrington came up from San Diego, and W. Lee Brandon visited from Crafts Shows.

Crafts 20 Big Shows are staying another week in San Diego, Calif., making their fourth week there. Crafts Fiesta Shows, managed by Bill Meyers, moved from Calexico to National City. Elden Frock is with it. Chuck Gammon has gone into the produce business. Tom Hughes, who recently returned from Mississippi, left for San Francisco for the opening of Foley & Burk Shows. Nick Sand took time off from his novelty business on Main Street to visit Las Vegas, Nev. Harry Chipman returned here Monday but left Wednesday to join Cole Bros.' Circus.

Charlie Nelson has recovered from a recent illness and is now out on a booking trip. Ed Kennedy, scale agent, is ill in Los Angeles General Hospital and would like to read letters from friends. Larry Perris moved his show to Colton, Calif. Walter Hillig, of Virginia Park Penny Arcade, was in town looking for equipment.

PALMETTO STATE SHOWS

WANT

For Charleston, S. C., city lots. Biggest home city in south. Concessions all kinds, especially Cook House, Corn Game, Shows with own equipment, 25%. Rides: Good proposition Merry-Go-Round, Wheel, Tilt, Octopus. Will furnish transportation. Show leaves Charleston May 16 for 10 Firemen's Celebrations around Washington, D. C., and Baltimore. Location near Liberty Hill. Address: PALMETTO STATE SHOWS, Charleston, S. C. Wire, don't write. P.S.: Shake Roberts, contact me at once.

PAN-AMERICAN SHOWS

WANT

For week April 20, Herrin, Ill.

Want Shows with own equipment and transportation. Place Ride Show, Minstrel, Monkey Circus, Dogs and Snake Show. Can place Girls for Hula Show and Ride Men who can drive. Concessions: Wool Lead Gallery, Candy, Mill Camp, Fish Pond, Pin Pool and Percentage and any Concession that work for Rock. Nick wants Agents for Grind Shows.

Address: This week, Anna, Ill.

JACK KENYON

Contact us at once. Very important.

Beckmann & Gerety Shows

700 El Paso St., San Antonio, Texas

GIRLS GIRLS

For Dancing Girl Show, Revues, Strip-Tease, Hula, Fan and Hoola. Also Ticket Seller and Canvas Man. Show opens near Indianapolis Apr. 23. Write or wire

F. W. MILLER

Roosevelt Hotel Indianapolis, Ind.

L. J. HETH SHOWS

WANT

Roll-o-Plane, Scooters and Tilmont Player for Minstrel Show. $12.00 salary out of office and percentage. Send tickets but no money. Can also use two Chorus Girls for Minstrel. Tiny Patterson wants talent for Athletic Show. Place Lead Gallery and legitimate Stock Concessions. Can use Ride Help that drive semis. Address all mail: L. J. HETH SHOWS, Tullahoma, Tenn., this week.

WANT

Shows and Managers for Ten-in-One and two Girl Shows. Ten-Cent Concessions also open. Chester, Ill., this week; then Collinsville, Ill.

AL BAYSINGER SHOWS

Roll-O-Plane—Octopus

Tilt-A-Whirl or 8-Car Whip

Will buy or book at once.

Useful Show People in all lines, come on.

PATRICK'S GREATER SHOWS

Vallejo, Calif., week of April 13 to 18.

WANTED

TO JOIN ON WIRE

Legal Adjuster with carnival experience. Must be sober and prefer man that can stand prosperity. All wires to JOE GALLER, Mgr., Buckeye State Shows, Philadelphia, Miss., this week; Jackson, Tenn., following.

ALL AMERICAN SHOWS

Can place Ride Help. Have complete frame-up for Girl Show, Athletic, Pit or Jig Show. All Concessions open. Will come in Lawton, Okla., April 20. Address:

NIP RUTTS, Walters, Okla.

RIDE HELP WANTED

Foreman for Chairplane, Ferris Wheel and Merry-Go-Round, Little Beauty and Kids Rides. Salary, bonus, and commission paid for wages. Write

THOMPSON BROS.

2006 Fourth Avenue ALTOONA, PA.

TO ALL OUTDOOR SHOW BUSINESS!

Reproduction of a Membership Enrollment form being sent thru the mails by the Outdoor Amusement Congress appears below. If you have not yet received one of them, use the coupon. It is impossible to reach everyone. Send the filled-out form to the Executive Vice-President. There is no membership fee—no strings attached . . . and no obligation save a Pledge of Support to the organization "Representing the Entire Outdoor Amusement Industry."

CUT OUT and mail to A. R. COREY, Executive Vice-President (in charge of membership), 203 Masonic Temple, Des Moines, Ia.

OUTDOOR AMUSEMENT CONGRESS

I hereby request membership enrollment with the Outdoor Amusement Congress.

Name ..... Firm Name

Signed by ..... Owner, Manager or Agent

Address ..... Street Number

..... City ..... State

(This advertisement contributed by The Billboard Publishing Company)

Club Activities

Showmen's League of America

Sherman Hotel
Chicago

CHICAGO, April 11. — In the absence of regular officers, Brother Fred H. Kressmann presided at the April 9 meeting. With him at the table were Treasurer William Carsky and Secretary Streibich. Al Rossman reports good returns in the listings for the Outdoor Amusement Directory. Brother Dan Odom left the hospital and is recuperating at his hotel. Brother Elmer Kussman came in from San Antonio for hospital treatment. Brother L. S. (Larry) Hogan is showing a little improvement. Brothers Murphy, Rankine, Vollmer and Mamach are still at their homes.

Art Warning returned from an Eastern trip, and John Saladin, who is getting ready for the opening of the season, came in for the meeting. Paul Olekay also attended. Al Carsky came in for his annual visit. Frank Winkley is at Fort Snelling and Leo Overland is at Fort Knox. Joe Miles at Lemoore, Calif. Howard Walker, Heart of America Showmen's Club, visited and is awaiting his call to the army. David Solomon, National Showmen's Association, visited, and Elmer Brown is still here. J. C. (Tommy) Thomas called at the rooms.

Jacques E. Goulde stopped over en route to Sol's Liberty Shows. Denny Pugh, Max Goodman and Oscar Bloom were in town and called at the rooms. John F. Courtney returned from a trip to South Carolina. Aul Swenson sent dues and advised he is taking a course in flying. Brother Ed Schofield left the hospital and is recuperating.

Ladies' Auxiliary

Social April 2 at the Sherman Hotel had Sister Helen Rankine as hostess. Attractive prizes were awarded and a good crowd attended. First Vice-President Phoebe Carsky is still in Miami. Frieda Rosen is also on the road.

Sister Hattie Wagner is recuperating from a recent illness, as is Myrtle Hutt. Past President Mrs. Henry Belden is selecting prizes for the bazaar to be held in December. Mrs. Belden is chairman. Many plans and activities are being planned and members have pledged their co-operation. Proceeds of the bazaar will be turned over to Civilian Defense.

Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., April 11.—Regular weekly meeting was called to order by Past President John R. Castle, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also present. John E. Harris, Oklahoma City, was elected to membership. He was sponsored by Brother Henry (Pat) Duncan. Letters from Brother C. P. (Doc) Zeiger, Art Corey and Jack Edwards approving Castle's suggestion for raising funds for the Red Cross were read. Members voted to make the April 10 meeting the final one of the season. Clubrooms will be kept open all summer for visitors, however.

Mr. and Mrs. John Wuetherick, concessionaires, visited while en route to join Sol's Liberty Shows at Mattoon, Ill. Banquet and Ball Committee says it is meeting with success in locating the annual event, which will be held as usual on New Year's Eve. Brother Norris B. Cresswell has recovered from a recent illness. Membership committee, under Chairman Al Baysinger, reports it is out for an all-time record this year.

TENTS—BANNERS
Remember! When our present supply is gone—there won't be any more.
Charles Driver — Bernie Mendelson.
O. Henry Tent & Awning Co.
4862 North Clark Street CHICAGO, ILL.

Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, April 11.—April 6 meeting was presided over by President Harry Stahl, with First Vice-President Pop Baker, Second Vice-President Manny Brown and Secretary Robbins also present. Weekly War Bond award went to Brother George Brown, who donated it to club's Service Fund. Recent arrivals were Bill Stern, James Halsted, Robert Sugar, Louis Zuckerman and Al Durant. Brother Sam Gould's condition is somewhat improved, but he's still in the hospital.

Board of directors announced that the regular weekly meeting would be discontinued after the one of April 13, but that the clubrooms will remain open for the summer. Elected to membership was William Furgeson. Members reinstated were Al Durant, James Halsted, Louis Zuckerman and Robert Sugar. Joe Vernick is at Veterans' Hospital, Rutland, Mass., and Johnny (Fox) Flamingo is in Mayberry Sanitarium, Northville, Mich., and would like to read letters from friends.

MORE OAC PLEDGES

(Continued from page 31)

and are proud to become members of your organization. You can depend on Mr. Fontana (Joe J. Fontana, manager) and myself, as individuals, and the entire Blue Ribbon Shows for the full support of the cause you represent."

Ray Stock, manager Hyalite Midway: "We are very pleased to become a member of the Outdoor Amusement Congress and we are willing to help you in any way in organizing a good cause for the outdoor amusement business. We think that a small membership fee should be charged and the money used to take care of necessary expenses in the promotion of same. There are many things the organization can do to help us one and all." (Editor's Note—The OAC announced that there is no membership fee and that none is contemplated.)

E. J. Casey, E. J. Casey Shows: "We have followed the news of your organization thru *The Billboard* with great interest and I wish to assure you as a Canadian showman that my heart is with you 100 per cent. Anything that we can possibly do to advance the objectives of the Amusement Congress will be gladly done on our part."

Confidence in Officers

John P. Reid, manager Happyland Shows: "It is with a keen desire to do everything possible to be of some worthwhile assistance in the war effort that this application is being forwarded. We have the utmost confidence in the ability of the elected officers of the Outdoor Amusement Congress to achieve the objectives adopted by the executive council at Chicago on March 7. They will have whatever support it is possible for us to give to that end."

Max Gruberg, manager World Famous Shows: "I shall be glad to co-operate with this movement in every way and to secure other members wherever possible. I am in accord with an association of the outdoor amusement industry and for a united effort to plane this industry on the highest possible plane and to secure the benefits that would come to each member thru the work and programs of such a congress."

MOORE'S BOW

(Continued from page 31)

Matthews, hoop-la; Lyle McMartin, soft drink; Bob Taylor; Boots Buck, penny pitch, and Mae Miller, ball game.

Rides

Harvey Moore, Kiddie Ride; Whitey Nanes, Loop-o-Plane; Bernard Moore, Sky Clipper; Muggs Stanley, Ferris Wheel, Mac Irwin on tickets, and Frank Winstead, second man. Shows: Athletic, Bill Jefferies; Cellophane Scandals, Elmer Linville; Gay New Yorkers, Buddy Buck, assisted by Joan Jefferies and Louise Hayes.

Visitors included Carl Byers, Mr. and Mrs. H. P. Hill, Mr. and Mrs. Otis Cannon, Mr. and Mrs. Andy Widener, Mr. and Mrs. Gus Bartell, Mr. and Mrs. Walt Chaney and Mr. and Mrs. George Hall, all of Byers Bros.' Shows; Eugene Cook, Arthur O'Neal, Mrs. Stella Barker and Poor Boy Wimberley, all of Barker Shows. Buddy Buck is mailman and *The Billboard* sales agent.

WARD REGISTERS

(Continued from page 31)

drome; Dr. Howard Barnhart's Exhibit, and Clarence Clayton, Posing Show.

Concessionaires include E. Parker, photo gallery; Ralph Cottrell, cookhouse; Gus Mitchell, 6; Clifford Knox, 3; Frank Ayotte, 1; Ray Marshall, 1; Mr. and Mrs. W. W. Wilson, 2; Charlie Marcello, 1; Marva Miller, 2; Matt Borup, diggers; Mrs. John R. Ward, corn game; Pete Mitchell, popcorn; Jack Hause, Louis Ross and W. J. Willoughby, 1 each, and Al Stringer, 2.

Dick Kennedy has charge of the Diesel light plants, and Andy Carson is assistant manager. Dan Hudson is chief mechanic; Al Stringer, calliope player, and W. H. Brown, band leader. Visitors included Pop Houzmer, Jim Rogers and Mr. and Mrs. H. V. Rogers.

RC OPENER

(Continued from page 31)

drome. Harry Seber has the new Girl and Posing shows.

Max Kimerer is handling the Midget Show, while he and his wife, Doris, have the Monster Show and Glass House. Jack Murray has augmented his Squinterium, and many changes have been made in the Dipsy Doodle, managed by Bob Norris. Johnny Branson again has the Lion Motordrome, while Beautiful Hawaii is managed by Pete Kawekiu, with Lulu Kumaikalana in charge of production. William Cain is chief electrician again, and Bill Grigsby is in charge of the eight Diesel plants. Mr. and Mrs. Maurice Huck are in charge of the Neon department. P. J. McClane is transportation master, and Dr. B. W. Davis is shows' physician. Eddie Lowe is the mailman and *The Billboard* sales agent. Eddie Marconi is building superintendent and artist, assisted by Jack Allen and Lloyd Hutchison. John Dempsey has been appointed ride superintendent, and Joe Krug and Bob Browning are operating the Midway Cafe. Gus Woodall has the dining car.

Mrs. Annie Gruberg arrived the day after opening after spending a week in San Antonio. Tommy Allen is expected in soon, as is Hort W. Campbell. After three weeks with the show, Joe S. Scholibo will return to Beckmann & Gerety Shows after the stand in Phoenix. He has been assisting Lohmar and handling press, until the shows' representative joins.

FRISK SCORES

(Continued from page 31)

Ojeda, tickets; Helioplane, Smokey Woods, foreman; Jimmy Rafferty, clutch; Mamie Smith, tickets.

Shows: Athletic, Al Soukup, manager and boxer; Roy Reynolds, Jackie Nelson, Jack Moos, wrestlers; Don Shony, tickets. Funhouse, Leonard Trutman, operator; Sammy King, tickets. Magazine Cover Girls, Billie Housels, manager, Whitey Gould, talker; Benny Gould, tickets; Ann Henderson, Elaine Smith, Dorothy Adams and Mitzie Gonzales, posing girls. World's Fair Dancing Revue, Bob Housels, manager; Buddy Cousins, tickets; Betty Soukup, Lorraine Adams and Helen Dawn, dancers. Animal Show, Joe Sima, owner; Pete Davis, tickets; Whitey Darnell, lecturer. Midget Show, Princess Tiny; Charles Heilman, tickets. Illusion Show, Fred Nunenfeldt, manager; Elmer Hawn, tickets; Nancy Nunenfeldt, Minnie Johansen and Professor Schmidt, magician.

Concessions

Cookhouse, D. C. Baker, owner and manager; Mrs. D. C. Baker, cashier; Lonny Edwards, chef; Curley Jones, griddle; P. H. Tyler and John Douglas, waiters. Grabstand, D. C. Baker, owner; Johnny Kulp, operator. Popcorn, Al Sterner, owner; Ike Worthington, assistant. Root beer barrel, Mrs. Maxine Sterner, owner-operator. Corn game, Frank Schimpowski, owner and caller; Stephen Zalewski, James Carley and Harry Hagen, counterman.

Photo gallery, William Schimowski, operator; Bud Schultz, assistant. Watch-la, Mr. and Mrs. C. D. Davis; Johnny Murphy, agent. Paul Scrimenger, three concessions; Betty Scrimenger, Stella Scrimenger, May Stevens and Buck Curland, agents. Ball game, Charlie Church; clothespins, Harry Tison; penny pitch, Marie Tison; name-on-shell, Frank Schimowski; penny pitch, Sam Thorn; ball game, Al Pitchett; pitch-till-you-win, Frank Schimowski. Penny Arcade, Paul Rollins, owner-manager; Mrs. Paul Rollins, cashier; Curley Jackson, mechanic. Hoop-la, Mrs. Nickie Church; auto bumper, Florence Woods; diggers, Al Reynolds.

DOVER, Del.—A charter has been filed with the corporation department of the secretary of state's office here by Independent Amusement Enterprises, Inc. Expositions, fairs, carnivals. Capital, $100,000. Principal office, Capital Trust Company of Delaware. Incorporators are given as E. Lawrence Phillips, Orlando, Fla.; Morris Lipsky, St. Louis; Johnny J. Jones, De Land, Fla.

ASTROLOGY 1942
HOROSCOPE WORKERS
Cash in on the new Venmar individual Forecast for 1942. 366 different readings, one for every day of the year. 6 pages, flashy cover, 3 cents each. 5 Page Forecast for 1942, flashy cover, 2½ cents each. Single Page Reading, $5.00 a thousand. Graphology Chart, 9¼ by 14 inches, $5.00 a thousand. Numerology Course, 10 pages, 10 cents each. Personal Magnetism Course, 7 pages, 7 cents each. Astrological Tokens, 5 cents each. For samples send 25 cents to
THE USHERS - VENICE CALIF.

USED TENT BARGAIN
No. O-204 — Square End Tent, hip roof style, size 24x30, top 10 oz. D. F. khaki duck, trimmed in red, roped on ridge and corners only. Rings at eave for attaching wall. Wall 5' 9", orange and black Baker-Beld trimmed in red, not roped. Condition fair and some patches. Top and wall $120
Many Other Tent Bargains
Write—Wire—Phone
BAKER-LOCKWOOD
14th Ave. at Clay St., KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. CAMPFIELD, 152 W. 42d St., New York City, N. Y.

SHOW AND CONCESSION TENTS
Fulton Bag & Cotton Mills
Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS NEW YORK
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WRITE
SIOUX TIRE & BATTERY CO.
SIOUX FALLS, S. D.
Buy on Our Easy Terms.

CONCESSION CARNIVAL TENTS
Our Specialty for Over 40 Years
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street Chicago, Ill.

WANTED KIDDIE RIDES
Will buy or can place the following Kiddie Rides: Miniature Steam Railroad, No. 5 Eli Ferris Wheel, Kiddie Boat Ride, Kiddie Whip, Med. Size Merry-Go-Round, 10-Car Kiddie Auto Ride. Must be in first-class condition. Splendid permanent location in heart of Chicago. Address:
ERNEST ANDERSON, 26 E. Huron St., Chicago, Ill.

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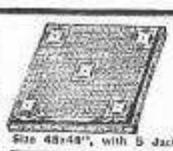

PENNY PITCH GAMES

Size 46x48", Price $25.00. Size 48x48", With 1 Jack Pot, $35.00. Size 48x48", with 5 Jack Pots, $45.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price $12.00

BINGO GAMES

75-Player Complete $5.00
100-Player Complete 7.25

1/3 Deposit on All Orders.
SEND FOR CATALOGUE
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

SLACK MFG. CO.
124-126 W. Lake St. Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

1942 ASTRO READINGS ALL COMPLETE

Single Sheets, 8½x14, Typewritten, Per M., $5.00
Analysis, 8-p., with Blue Cover. Each ..... .03
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Forecast and Analysis, 10-p., Fancy Covers. Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 36-Page, Gold and Silver Covers. Each .35
Well Charts, Heavy Paper, Size 28x38. Each 1.00
Gazing Crystals, Ouija Boards, etc.

NEW DREAM BOOK

156 Pages, 2 Base Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15c.
HOW TO WIN AT ANY KIND OF SPECULATION. 24-p. Well Bound ..... .25c
PACK OF 70 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 25c.
Signs Cards, Illustrated, Pack of 36 ..... 15c
Graphology Charts, 9x17. Sem. 5c. per 1000 $4.00
MENTAL TELEPATHY, Booklet, 24 P. 25c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analysis. Very Well Written. $4.00 per 100; Sample 10c.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are F. F. Extra.

SIMMONS & CO.
19 West Jackson Blvd. CHICAGO
Instant Delivery. Send for Wholesale Prices.

BALL GAME OPERATORS

HATS
WESTERN
COMIC—TINY

WRITE FOR BULLETIN

AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

POPCORN—PEANUTS

Seasoning, Cones, Bags, Clas. and complete line Popcorn and Peanut Supplies. New and Reconditioned Equipment bought and sold.

Phila, Pa. **MOSS BROS. NUT CO.** Pitts., Pa.

HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.
WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES
State salary and all details in first letter.
Open All Year Round.
SCHORK & SCHAFFER

WANT

Organized Girl Show, will furnish complete outfit to right party. Percentage basis, sixty per cent to you. Have opening for Grind Shows with or without outfits. Want Musicians for Colored Minstrel Show—Two Saxophones, Trombone and Bass. Will sell exclusive Popcorn privilege to right party. $30.00. Good opening for Grind Concession. Can place Rides not conflicting. All wire JOE GALLER, Mgr., Philadelphia, Miss., this week; Jackson, Tenn., April 20-25.

BUCKEYE STATE SHOWS

Wanted—Ride Help—Wanted

Perk Wheel, Tilt, Chair Plane Foreman and Second Men, top salary. Working Men in all departments. Concessions all open.

LORD CULPEPER SHOWS
P. O. Box 185 CULPEPER, VA.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

APRIL showers.

B. R. MICKEY, ride operator and concessionaire, signed his popcorn stand with Great Sutton Shows recently.

BARLE DURAN is in charge of Harvey Quackenbush's well-flashed penny flip concession on Crafts 20 Big Shows.

FREDDIE (KADODIE) GARRETT cards from Birmingham that he is employed on a government job there and will not return to the road this season.

ONLY casts and crowns are "star-studded."

FORMERLY with Texas and Alamo Exposition shows, George W. Lemon is in the navy and stationed at Mare Island, Calif.

GEORGIE SPEARS advises from East Lansing, Mich., that he has signed with Lew Alter's Side Show for the coming tour.

HONEY LEE WALKER joined Mighty Sheesley Midway at Anniston, Ala., from New Orleans, where she wintered, to assume charge of the Girl Show.

FORMERLY with Athletic Shows on various carnivals, Paul Mueller is a private in the army and stationed with the 459th School Squadron, Moody Field, Valdosta, Ga. He is known in outdoor show circles as Sailor Mickey.

EARLY openings. Signs of managers' optimism.

AFTER a two-year layoff, Larry Nathan will return to the road this season with Ross Manning Shows, which open the season in Poughkeepsie, N. Y., April 30.

Can't Eat on It

ONE Monday morning a pitchman was trying to gather a tip but stopped only one prospective customer. Believing that more people would gather as his lecture went along, he talked for an hour to the one and only listener. Finally he came to the price and concluded with "You take the entire lot at the advertising price of 50 cents." When he cracked "50 cents" the prospect turned and "hollored" a passing native. Thinking that it was a coincidence that a friend of the prospect should pass at the pitch's turning point, the salesman reloaded the prospect, who stood patiently thru another lecture. Again when he cracked "50 cents" the native turned and bowed to a passing girl. In being Monday and not wanting to blank out on the first pitch of the week, he again reloaded the prospect with a long-drawn-out lecture, but again when he came to the price the native rounded but, failing to see anyone to "hello" or to bow to, he busied himself hunting thru his clothes for a match. Then, finding himself hooked for a dodge, the prospect bowed to the pitchman and said, "You have one of the best articles on the market and well worth the money." "Thank you for the endorsement," said the pitchman dryly, as he folded his tripod for the day.

FRANK LaBARR cards from Miami: "Am leaving here to join Ideal Exposition Shows at Newport News as mailman and *The Billboard* sales agent."

BARNEY O'DARE has returned to Crystal Exposition Shows at Camden, S. C. He will operate his Jungle Show on the midway and work street daily.

SOME showmen are easier to get along with when business is bad than when it is good.

V. L. (JIMMIE) BOONE, former general agent, is ill in St. Mary's Hospital, Tucson, Ariz., and would like to read letters from friends.

DOC CONLEE will assist Herman Schwartz with his string of concessions on Great Sutton Shows, Jewell B. Richardson reports from Osceola, Ark.

HAROLD FOX joined Four Star Exposition Shows at Newport, Ark., to assume his duties as caller on Mrs. Vernon's bingo stand.

PRESS AGENTS' scrap books usually wind up in office-wagon 'possum bellies.

FORMERLY with Byers Bros.' Shows, Carl H. (Bama) Pondren has signed as Ferris Wheel foreman on Great Sutton Shows.

FORMERLY with Great Sutton and other shows, Red and Dixie Rickette report from Louisville, where they spent the winter in defense work, that they will not return to the road this season.

DEE LANG, owner-manager Dee Lang's Famous Shows, directed opening activities at his organization's successful debut in Austin, Tex. Well-known in outdoor show circles, Lang formed his present organization in 1939 and it has enjoyed a steady growth.

AFTER touring Florida and Georgia this winter, F. A. Norton arrived in Newport News, Va., for John H. Marks Shows' opening there. He soon will join Bright Lights Exposition Shows.

ONE bad season is all that it takes to knock a bump of ego off a success-flushed showman's head.

CORN GAME operator on Hartsock Bros.' Shows for the last five years, H. W. Garrett is at Continental Hotel, Centerville, Ia., where he is employed as a night clerk.

FORMER troupers, Mr. and Mrs. Daymon Carter report from their home in Charleston, W. Va., that they will not return to the road this summer, as Carter is holding down a defense job there.

VISITING Mr. and Mrs. H. W. Anderson, formerly with Anderson-Snider Shows, at their trailer home in Arma, Kan., recently were Mr. and Mrs. Johnny Wutherick.

FRIENDLIER co-operation among rival showmen this year may result in saving railroading dollars.

SINCE returning from Mexico City Billy Pitzer is engaging at Mountain Top Dinner Club, San Antonio. He will have charge of the front on Zorina's Gardens on Royal American Shows.

COMPLETELY EQUIPPED

No need to buy extras to get going when you purchase a new BIG ELI Wheel. Gas and motor in the Power Unit and you're set to go. Steel tool and other piece of equipment is included when you buy a BIG ELI Wheel, the most complete ride on the market.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Avenue, Jacksonville, Ill.

—POP CORN—

Hoosier Pride Pop Corn and Seasoning is a combination used by thousands of successful operators. Direct from grower to you.

INDIANA POP CORN CO.
Route 3, Mendle, Ind.

CARNIVAL WANTED

Opening Week

Brydon Beach, Knox, Ind.

Sunday, May 24, to and including May 30, Decoration Day.
Have Your Agent Contact Me.

RAY MARSH BRYDON

Don't Overlook This Spot.
40,000 Here Last Decoration Day.

GARDEN STATE SHOWS

Opens May 4th, NEW HOLLAND, PA.

WANT—All persons holding contracts acknowledge. Want Concessions—Custard, Corn Game, Dart and String Game, American Palmistry, two Wheels, Grind Stores not conflicting. Shows—Circus Side Show, Grind Show, Plant Show. Will furnish complete outfit for same. Rides—One more Flat Ride. Will book, lease or buy Tilt and Little Beauty. Help—Ride Help, Help in all departments. Address:

GARDEN STATE SHOWS
101 Chamber St. Phillipsburg, N. J.

Complete Snake Show, $500

Here is the best in the country. Four Pythons, ten, fourteen, sixteen, twenty-one feeters. Self-feeders. Forty jars packed reps, including Cobras. Knock-down glass-top case, six by twelve. One banner. F. O. B. Los Angeles.

JOHN R. WARD AMUSEMENTS
6723 Arlington Los Angeles, Calif.

PEARSON SHOWS

OPENING MAY 2ND
1942—Stays in Illinois All Season—1942.
Want Shows that carry own equipment. Cook House. Can use a few more Concessions. Address:
BOX 9, RAMSEY, ILL.

H. P. LARGE SHOWS

Opens April 25, Christopher, Ill. Want Eli Wheel Foreman and Smith & Smith Chair Swing Foreman. Ride Help and Electrician. Want party to take charge of Corn Game, salary or commission. Place Penny Arcade, Kiddie Ride, Corn Game, Pitch Joints and legitimate Concessions of all kinds. Agents for Fish Pond, Cigarette Gallery, Stun Skillo. All persons with me last season, contact me or come on. All communications:
H. P. LARGE, Christopher, Ill.

ATTENTION—RIDE MEN

Carnival Man for Roller-Plane and Scale. State all first letter. Address:

R. C. LEE, INC.
Hendersonville, N. C.

SKERBECK SHOWS

Opening May 9th, Escanaba, Mich.

Want Shows and Concessions. Will book one or two Rides that do not conflict. Good bookings for the season. Write to Dorchester, Wisconsin.

MELVIN'S UNITED SHOWS

Open April 18th

Want Kid Auto Ride, Shows—Pit, Mechanical, Girl Show, or what have you? Concessions that work for stock. Ride Help that drive trucks. The Pete—Cookhouse, will book for the season.
Morrilton, Ark., till 18th.

Star Amusement Co.

WANTS Shows with or without own outfit. Pitch Rides, Stock Joints; no Grift. Cookhouse. Agents for Ball Games. Rice Hall, come on. Stephens, week of 12th; Jacksonville, week of the 20th; Hollis Strawberry Festival, week of May 4th; Judsonia Strawberry Festival, week of May 11th; all Arkansas. Address all:
KID BURNS as per route.

Buy U. S. Defense Savings Bonds and Stamps

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PRIVATE PRESTON OSBORN, who trouped with carnivals for 18 years, recently visited Prell's World's Fair Shows at Fayetteville, N. C. Osborn is stationed at Fort Bragg, N. C.

FATIMA CARREJO is in Saint Rose Hospital, San Antonio, where she underwent an operation recently. She will not be able to troupe this season and would like to read letters from friends.

FIRST IN doesn't mean much to those on the midway who depend on outdoor show weather to make a living.

MADAM BURLESON, who is manager of the Dallas Steppers Revue on Bright Lights Exposition Shows, is in St. Louis making arrangements to purchase a bus to transport her cast this season.

"LEFT the Rio Grande Valley after wintering there and are now with Bremer's Consolidated Shows, where we booked our three concessions," writes Mr. and Mrs. Luther Miller from Rogers, Ark.

PERFECT TIMING: "About the time we draw our last unemployment check the cookhouse opens in quarters."

GEORGE SELLERS, shooting gallery operator with C. D. Scott Shows last season, stopped off in Cincinnati last week while en route from the South to join Cetlin & Wilson Shows for 1942.

PVT. WALTER J. BUSCH, bingo operator on W. C. Kaus Shows for four years, is in Station Hospital, Fort Jackson, S. C., where he will undergo a hernia operation. He would like to read letters from friends.

"HAD a good winter. Et and slept well," writes Ivan Ironbender, modernistic blacksmith, from Cole & Banner Shows' quarters.

E. (RED) McPARLIN, general agent and legal adjuster for J. J. Colley Shows, has been re-engaged in that capacity for 1942 and is currently on a booking trip, contracting fairs and celebrations, Owner J. J. Colley reports.

FORMERLY with Rubin & Cherry Exposition and Golden State Shows, Maurice A. LeKerr is employed in the Department of Penology, Sacramento, Calif., and will remain there for the duration.

HOTEL-BAR MUTTERING: "Don't round now, but isn't that another general agent treating the chairman of our committee?"

ANYONE knowing the whereabouts of James Bigley, carnival trouper, is requested to have him contact his sister, Thelma Bigley, former dancer, who is seriously ill at her home, 1627 Summit Street, Kansas City, Mo.

JOINING Joe Mooney's Side Show on John R. Ward Shows recently were Leonard Lewis, sword swallower; Lonnie Polk, fire eater; Bessie Ramesa, annex lecturer, and Neal Remmick (Jean-Jeanette), annex attraction.

THIS YEAR midnight raiders will be visiting shows, offering propositions of a lifetime to their people.

CARL MARTIN, Dope Show operator, is suffering from leakage of the heart and a fractured shoulder sustained in a recent automobile accident. His condition is improving, however, and with Mrs. Martin is on Reynolds & Wells Shows.

JACK (WINDY) HALLIGAN, former trouper, is at Jefferson Barracks, Mo., where he enlisted in the Army Air Corps, awaiting a transfer to the Air Mechanics School. Also stationed at the barracks is Slim Charak, well-known concessionaire. He's a corporal.

THING SELDOM DONE: Wiring another show congratulations for breaking all former gross records in a spot your show held for years.

JIM B. CAMPBELL, formerly with Crafts Big Shows, is a member of the Naval Reserve and stationed at San Diego, Calif., where he is attending Fleet Torpedo School, Jack Shell reports. Mrs. Campbell and Jim's parents are still with the Crafts combo.

BRUCE BOATWRIGHT, formerly with Funland, Alamo and Texas Exposition shows, visited *The Billboard* Cincinnati offices last week while en route from Georgia to Indianapolis, where he will join Vic Horwitz's Motor City Shows with his pea pool concession.

HEARD in front of a geek show: "A half wit or an idiot would not understand or appreciate the wonder works of nature as presented here. This is a show for intelligent people."

PROF. W. J. BERNARD advises from South Liberty, Me., that he has signed as talker on the Monkey Circus with Wallace Bros.' Shows of Canada. Prof. L. H. McGuire, Girl and Snake show operator, also booked his attractions with the organization, Bernard says.

GIFTED: Side-Show Reader—"Never mind taking time to remove that tight-fitting glove, sir; I have the power to read the lines of your palm thru the leather."

R. W. (DOC) REED has signed his Dope and Crime Show with Bunting Shows. He plans on leaving Springfield, Ill., for the shows' quarters in Ladd, Ill., in the near future.

MR. AND MRS. CURTEI EDWARD have opened a cafe in Catron, Md., and will not troupe this season.

MADAM ZELDA, mentalist, has signed with Frank Zorda's Side Show on All-American Exposition Shows. Others in the line-up include Tex Roxy, impalement act and sharpshooter; Larry Brenner, inside lecturer, Punch and magic, and Mary Lou, sword box. Zorda will handle the front.

"SEEING the show's personnel huddled around camp fires during our early-opening date in Maryland leads one to believe that it is merely the second episode of our late-closing date in Georgia."

ANNA JOHN BUDD, Bantly's All-American Shows, letters from Sanford, N. C.: "Greenhalgh & Jackson Shows are still playing Australia, altho the Royal Shows (fairs and State) have been called off. Wirth's Circus is still showing there, and from Thomas, Negro Pygmy, and Bill Barlow, thin man, are the only American carnival acts in the country.

WHILE window shopping in front of a seed store I learned that even manure can be sold when packed in well-flushed red, yellow and green modernistically designed paper bags.—Colonel Patch.

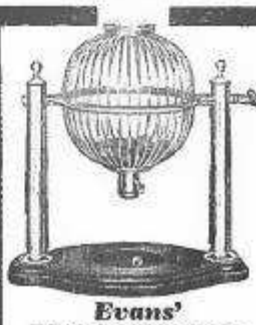
GEORGE A. HAMID led a party of army officials on a tour of Trenton (N. J.) Fairgrounds, where O. C. Buck Shows are wintering. Army men were interested in portable stages and platforms and, after viewing a few of the Buck fronts, offered Owner Buck an immediate assignment for a month to build similar platforms for the army, Leo Ramadell, press representative, reports.

RAIN that had been hounding a show for weeks suddenly let up for a few hours. Everyone of the lot busied himself in getting the show in shape for opening. After a draining of the midway and the scattering of cinders and shavings, again rain fell in torrents. Wanting to say something cheerful upon his arrival in the cookhouse, the manager cracked: "Thank God! The drought has been broken!"

Open Letter

Dear Editor:

Altho informed that the Show Family Album has been discontinued in *The Billboard*, enclosed you will find a very interesting tintype of Gramps Johnson, taken over 65 years ago. While burning trash taken from the attic mother was about to burn it when I cracked, "Let's send it to the editor." I am sure that you can find space for it some place in the magazine. Do you notice how well it held up? Do you still recognize most of the people in it. The tintype was made during the time Gramps was a member of Punksville Volunteer Fire Department and while he was attending the fourth district convention. You no doubt have noticed that there are over 200 firemen in the picture. Identities unknown. Wish I did know all their names so I could send them in. The one with his helmet cocked on the side of his head is grandpaw. I am sure he is the one Uncle Bert pointed out to me when I was a kid. If that one isn't him it is the other one with his helmet cocked, 22 men to the left. If the first is correct then the badly blurred man to the right of him is the fire chief. Gramps was never in the show biz and I am not asking for the picture on his account, but when I was a kid Uncle Bert told me that the assistant fire chief, seen standing somewhere in the seventh row, once spent a week frying hamburger in a church booth during a county fair. I have always preached, "Don't throw your bum pictures away. Send them to the editor and keep the good ones for the family."—DIME JAM JOHNSON.



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Growing by leaps and bounds to be the most profitable indoor attraction in the country! Ideal for churches, bazaars, carnivals, night clubs, ballrooms, taverns, etc. In every way the most practical and satisfactory outfit ever devised. Consists of handsome nickel plated brass Bingo Globe, 9½" diam.; Cards (up to 3,000 without duplication!, Ball Board and 75 numbered and lettered Balls. Well built to stand up under hard use. Now at new LOW PRICE!

FREE CATALOG

Send today for Free Catalog of Evans' complete line of Midway and Carnival Equipment—for 50 years the standard of quality.

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1520-1530 W. Adams St., Chicago

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OCTOPUS—ROLLOPLANE—FLY-O-PLANE
REPAIR PARTS Order What You Need Now. Our Factory May Be Called Into Defense Work.
Manufactured by
EYERLY AIRCRAFT CO., Salem, Oregon
ABNER K. KLINE, Sales Manager

LITTLE ROCK BRANCH has PLASTER, CANES, DOLLS, PICTURE FRAMES, GLASSWARE, BALL-GAME AND BINGO SUPPLIES. *Write For April Price List.*
MIDWEST MERCHANDISE CO. 116 MAIN, LITTLE ROCK, ARK. 1008 BROADWAY, KANSAS CITY, MO.

POPCORN SEASONING
Federal regulations prohibit the sale of Coconut Oil for Popcorn Seasoning after May 31, 1942. We have a limited stock on hand which we offer subject to prior sale as follows: Hundred Pound Drum, $24.00; Fifty Pound Drum, $12.00; Twenty-Five Pound Drum, $6.50. Mail your order today.
Gold Medal Products Company
131 E. PEARL STREET CINCINNATI, OHIO

CETLIN & WILSON SHOWS, INC.
Week April 20—BALTIMORE, MD., Federal and Edison Hwy.
WANT Monkey and Pony Showman with plenty of stock. We will furnish finest Monkey Show front in America. WANT Grind Shows with or without own equipment. WANT Roll-o-Plane, Octopus, S-Car Whip and Tilt-a-Whirl. WANT Merry-Go-Round and Caterpillar FOREMAN and useful Workingmen in all departments. TOP SALARIES. WANT Talker for Paradise Girl Revue. WANT legitimate Concessions. No Wheels or Coupon Stores. All address this week, Petersburg, Va.

CAMP RUCKER AMUSEMENT PARK WANTS
Concessions, Rides, Roller Rink, Minstrel Show. Rides not conflicting with Kiddy Swings, Ferris Wheel, Mixup, Octopus or Scrambler. Wonderful location for Scooter or Dodgem, Fly-o-Plane or Spitfire. Roller Rink must have large floor and be in good condition. None within a fifty-mile radius. Good proposition. Minstrel Show, also other Feature Shows, to play concrete stands. Earl Baker, please contact again your wire delayed. Concessions: Long Range Gallery, Balloon Game, Hi Striker, Penny Arcade (must be modern), Donkey Ball Game, Photo Studio, Novelty Jewelry, Crook Derby; other Stock Concessions contact. May have opening. We book only one of each. Percentage or Flat Rate. This is a permanent amusement park with location directly across from the Camp Barracks at the main gate. Free admittance, and we book no grift or strong stuff. We use Free Acts and other Special Attractions. Construction workers are giving us an above-average business now, and soldiers are due in this week. We have the backing and approval of the community and are open day and nite. Why worry about tires and gasoline shortage? Ample space for trailer parking for concessionaires, hot and cold showers, etc. Write or wire BOX 140, GALEVILLE, ALA., DIXIE M. CROSS, MGR.

CUMBERLAND, MD.
For Nine-Day American Legion Victory Celebration, April 23rd-May 2nd
WANT COLORED REVUE THAT IS READY . . . OFFICE GUARANTEED . . . WIRE proposition, don't write. Want the following Shows with or without equipment and transportation . . . FAT SHOW, MIDGET SHOW, SNAKE SHOW, MONKEY, UNBORN or any good Show that can stand a route of 7 Celebrations and 12 Fairs. Bill Mays, wire us. RIDE HELP OR TRUCK DRIVERS WANTED. REPORT TO CUMBERLAND, MD., NOW!! Will place American Palmistry (no Gypsies).
BANTLY'S ALL AMERICAN SHOWS

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

JIMMIE CHANOS SHOWS
WANT
Merry-Go-Round Foreman and Chainoplane Foreman, also Electrician. Pay legitimate Concession earn. JIMMIE CHANOS, 716 East 4th St., Greenville, O.

WANTED
Ferris Wheel Foreman, Merry-Go-Round and Tilt-a-Whirl Man. State salary.
H. DELGARIAN AMUSEMENT CO.
2303 No. Melvina CHICAGO

SUNSET AMUSEMENT CO.
PHOTO AND BALL GAMES OPEN
WANT PERRIS FOREMAN AND 2ND MAN.
Excelsior Springs, Mo.

WANT DROME RIDERS
Lady and Men Riders. Pay top salaries. Wire
JOE DOBISH
Palisade Amusement Park Palisade, N. J.

FOR SALE
High Dive, complete, new bag, 10 gauge steel tank, new aeroplane cables, ready to work. Stored in Waycross, Ga. Best cash offer takes it.
CAPT. JACK LATKOWSKI
20 Longwood Dr. Methuen, Mass.

SUNFLOWER STATE SHOW
WANTS
Special Agent, Cook House, Sound Car, Wheel, Loop Foreman, Show Ponies. Wire
G. A. GOREE, Wellington, Kansas

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3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—

35 cards, $3.50; 50 cards, $4.00; 75 cards, $4.50; 100 cards, $5.50; 150 cards, $8.25; 200 cards, $11; 250 cards, $13.75; 300 cards, $16.50. Remaining 2700 cards $5 per 100 for cards only—markers or tally omitted.

No. 3 Cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6c.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, $3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

LIGHT WEIGHT BINGO CARDS

Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, $1.25. In lots of 1,000, $1 per 100. Calling markers, extra, 50c.

Automatic Bingo Shaker, Real Class $12.50

3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 .... 1.25

M. W. Cards, 5x7; White, Green, Red, Yellow, $2.00 per 100.

3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000. 1.25

3,000 Featherweight Bingo Sheets, 5½ x8. Loose, $1.25 per M. Stapled in pads of 25. Per M 1.50

Box of 25,000 Black Strip Card Markers.. 1.00

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. We pay excise tax. Immediate delivery.

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World of Fun

Spartanburg, S. C. Week ended March 28. Location, Howard Showgrounds. Auspices, Boy Scout Troop. Business, good. Weather, fair. Pay gate, 15 cents.

Move from Graniteville, S. C., was without mishap and shows opened on schedule Monday night. Despite cool weather at opening, attendance was good. Crowds increased nightly, and Harry Frobness, free act, was a good draw. Local newspapers and committee and city officials co-operated. General Agent Tommy Scott entertained several committees from other towns. Business has been good so far. General Manager J. E. Steblar was complimented on the appearance of the shows. McQueen's Rolloplane took top ride money, with the Ferris Wheel second. Members of the shows have been buying War Savings Stamps daily. Frank Chase's Midway Cafe is popular. Tom Hale's new bingo did well, and Neal Massaros purchased a new top. A party was tendered newlyweds Max Smith and Loretta Ward on March 28. They have the popcorn concession. Mr. and Mrs. W. J. King, with their concessions, joined here. Mr. and Mrs. Thompson joined from their home in West Virginia, making their fourth season with it. Messrs. Littlefield and Vogel are repainting their equipment. Whitey Davis is ride superintendent. RAY SHARPE.

Patrick's Greater

Hollister, Calif. Three days ended April 4. Business, fair.

Move from Salinas, Calif., was made in good time and everything opened at noon Tuesday. Initial night was far above expectations and all reported good business. Circus, featuring Anna and Joe Metcalf with the elephant and the Velardi Troupe, was popular. T. H. Bailey, lot superintendent, took delivery on six monkeys. Owner and Mrs. W. R. Patrick spent three days in San Francisco, leaving H. W. Campbell in charge of the shows. Mrs. Betty Harris built a new balloon store. Wednesday's matinee, sponsored by local merchants, was successful.

Paso Robles, Calif. Week ended March 21. Business, fair. Weather, good. Pay gate, 10 cents.

Lot here was muddy and considerable time was lost in getting trucks spotted, and Ferris Wheel truck had to have a caterpillar pull it out. Ted and Mario LeFors joined with their bingo stand, and T. H. Bailey purchased a Kiddie Aeroplane ride from Charles A. Keen, Keen Amusement Company. Hort W. Campbell returned from a booking tour. Gladys Patrick won the weekly PCSA jackpot. Octopus topped rides, with T. H. Bailey's Dope Show leading shows. PEGGY BAILEY.

Wolfe Amusement

Toccoa, Ga. Week ended March 28. Weather, cold. Business, fair.

Because of cold weather shows are remaining here for the second week. Business has been fair, considering the weather. Shows carry four rides and about 20 concessions. Manager Wolfe purchased several new tops and a new organ for the Merry-Go-Round. Concessionaires include Mr. and Mrs. Harry Harrison, ball game, palmistry booth and high striker; Mr. and Mrs. Bill Reed, ball game; Mr. and Mrs. Spot Bessinger, bingo; J. B. Gillisque, popcorn and ice cream; Mr. and Mrs. Paul McNutt, dart game, hoop-la, shoot gallery; Mr. and Mrs. Bob Sorenson, fishpond and clothes pitch; Mr. and Mrs. Roy Bailey, penny pitch and pan game; Mrs. Davenport, balloon pitch; Mr. and Mrs. Milton McNence, photo gallery; penny pitch and jingle board, C. D. Buffington, photo gallery; Holt Garrison, Paul Ezell and Joe Baty, agents. Pinhead Murphy has one stand. Ride foremen are S. C. Reid, Ferris Wheel; I. G. Bailey, Merry-Go-Round; Roy Bailey, Chairplane; Pritz Mahon, Tilt-a-Whirl. New top for the Merry-Go-Round arrived. S. C. REID.

Golden States

San Gabriel, Calif. Week ended April 4. Location, Mission and Broadway streets. Business, below expectations. Weather, ideal.

Shows made a 15-mile jump from Glendale, Calif., and arrived in plenty of time to set up. Fred Johnson's candied apples are popular. Rides proved a greater attraction than did the shows. Owner O. N. Crafts visited opening night. Mr. and Mrs. Babe Collins shocked by the death of Collins's father. Ruth Mahan took up a collection to buy a floral wreath. Sally Burban and Ruth Gyler joined the Hollywood Follies. MONA VAUGHN.

O. N. Crafts

San Diego, Calif. Third week ended April 4. Location, waterfront showgrounds. Auspices, American Legion Post. Business, good. Weather, fair.

One more week remains to fulfill a month's engagement on the same lot here and a remarkable run of business has been encountered. Week-end business the first two weeks was exceptionally good considering the cool weather. Dick Fleming, Tilt-a-Whirl foreman, celebrated his birthday recently. Joe Wallace is back on the job again. Harold Mook, auditor, made a short trip to the No. 2 show at Glendale, Calif. Tommy Myers is holding down the office this season on the No. 3 show. Ragland-Korte Derby Horse concession was popular here. Thomas (Fuzzy) Hughes visited friends, as did Jack Archer and Red Hildebrand. Whitey Barr's grab stand did well here. A. O. Vanhorn, with three extra concessions, recorded good results, and Jimmy Lynch has been ordered by his board to undergo his physical examination for the army, as was Frank Warren. George Olson's novelty stand clicked with Easter toys and Herb Usher added rabbits to his poultry stand for the Easter holidays. Jeff Griffith's Magazine Cover Girls chalked good business, as did the Motordrome, Swing Girls, Ten-in-One and Athletic Show, and Auto Skooter, Tilt-a-Whirl, Octopus and Fly-o-Planes. JACK SCHELL.

Dee Lang's

Texarkana, Ark. Week ended April 4. Auspices, Fire Department. Location, East Ninth Street Circus Grounds. Business, good. Weather, good.

With the first week of good weather all departments reported good business. Raynell's Nude and Dude Ranch again led shows, and her Hollywood Glamour Girls was second. Charley Goss's Fly-o-Plane topped rides with the Scooter second. Snookie Lorow has his new illusion Show about ready to open. Charley Goss is building a Funhouse. Social activities for the week were highlighted by the marriage of William Rogers and June Hewitt. A shower for the bride was held by the women on the show and in attendance were Ginger Ray, Hilda Renner, Fidena Walters, Ruth Hall, Levine Doner, Marie King, Connie McGuire, Madame Bedini, Evelyn Crooks, Mrs. Dave Little, Mrs. Oxe, Margaret Oakerson, Lillian Lorow, Grace Goss, Viola Fairly, Raynell Golden and Norma Lang. Visitors included R. A. Miller; Dick Lewis, Beckmann & Gerety Shows; Mr. and Mrs. Bill Gooch, T. J. Tidwell Shows; Jack Smith and H. Norman Smith. BRUCE BARHAM.

Buckeye State

Port Gibson, Miss. Week ended April 4. Auspices, Livestock Show. Business, 50 per cent off. Weather, fair and cold.

Change in time of showing from the last three days to the first three days of the week and a falling off in livestock and other exhibits plus unfavorable weather caused receipts here to drop almost 50 per cent under last year. Shows arrived in time to be up and ready for opening Monday night, after getting off one of the worst lots at Meridian, Miss., the writer ever witnessed. Trucks buried themselves in the mud, but with the aid of tractors Lot Superintendent Gus Litts had all trucks off the lot by 1 p.m. Sunday. Grounds here have been enlarged and improved over last year. Chris W. Long, Ferris Wheel foreman, joined here, as did C. Coleman with rat game. L. P. (Red) Brady left to join another show with his Rolloplane and Octopus. Key Check Harry Hisco, former concessionaire, was a daily visitor, as were Mr. Walcott, owner-manager Rabbit Foot Minstrels, and Mr. Bisbee, boss canvasman for the same show. Mr. and Mrs. Leo Addungo also visited. PERCY MARTIN.

Four-Star Expo

Newport, Ark. Week ended April 4. Auspices, Fire Department. Business, none. Weather, rain.

Shows moved from North Little Rock, where very little business was done, to this city, where there was no business because of rain. A number of folk joined with shows and concessions. They included John Scott, 4; Jack Mitchell, 2; Fred Penn, 2; Sonny Quinlin, Girl Show. Bob Neely added several acts to his Circus Side Show. Mike Davis came on with his two Kiddie Rides and Funhouse. Charles Vanderfort added a cigarette penny pitch and pan game. Owner-Manager Vernon purchased two Shetland ponies for the Pony Ride, which is managed by Marianne Vernon. N. L. DIXON.

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• THEATRE • CIRCUS • ORCHESTRA
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DATES - POSTERS - CARDS - HERALDS - BANNERS
Type, Engraved, Litho. Stock Designs for All Occasions.
WRITE FOR DATE BOOK AND PRICE LIST

CENTRAL
SHOW PRINTING COMPANY - MASON CITY, IOWA

Tom Baker Attractions Want

Opening Saturday, May 2nd, Columbus, Indiana. All spots in Indiana's best War Production Centers. Want legitimate Concessions not conflicting — Hoop-La, Pitch-Till-U-Win, String Game, Mouse, Fish and Apples, Banner, Diggers, American Palmistry, Short and Long Range Galleries. SHOWS: Best territory and right percentage for Shows with own outfits. Minstrel, Crime, Revue, Dancing or Posing. Will feature good Side Show. FUN HOUSE, MOTOR DROME, ARCADE. This is proven territory. Want good Cook House. Address all communications to

TOM L. BAKER, Sheridan, Indiana.

LAST CALL *LAST CALL* *LAST CALL*

PRYOR'S ALL STATE SHOW

Opening Smithers, W. Va., April 23rd. Playing West Virginia exclusively. First show in all the best money spots. WANT COOK HOUSE—Privilege in tickets. Can place a few legitimate Concessions: Cork Gallery, Lead Gallery, Knife Rack, String Game, Devil's Bowling Alley, Pitch Til-U-Win. Have long line Fairs and Celebrations already booked. Can use good, sober, reliable Ride Help. Salary guaranteed. All address:

JACOB PRYOR, West Union, Ohio, this week; then Smithers, W. Va.

DEFENSE TOWNS BIG PAY ROLLS **PIONEER VICTORY SHOWS** BE SMART AND PLAY THIS ROUTE

Opening here May 4th, 10 days, all pay days, followed by best route of celebrations and still dates, including big 4th of July spot, the best in this territory, barring none. All defense route.

Want Concessions, Rides and Shows that do not conflict. Ride Help—Foreman for Chair-o-Plane, New Eli Wheel and M. G. R. Help in all departments. Good wages. All address:

MICKEY PERCELL, BOX 106, WAVERLY, N. Y.

LAST CALL --- ZACCHINI BROS.' SHOWS --- LAST CALL

Featuring the World's One and Only

MONSTER DOUBLE REPEATING CANNON

OPENING AT LEAKSVILLE, N. C., APRIL 18TH-25TH

Can place due to an accident, Manager for Posing Show and Girl Show. Can place outstanding Side Show Acts, Talker and Ticket Sellers for office Side Shows. Will furnish outfits for any worth-while Grind Shows. Concessions: Want Merchandise Concessions of all kind, Bingo still open. Want Second Men, Ride Help and Truck Drivers. People holding contracts report at Leaksville, N. C.

BRUNO ZACCHINI, GEN. MGR.; CARL O. BARTELS, SECY.

WANT — ELLMAN SHOWS — WANT

SHOWS—Any Shows with or without own outfits. Especially interested in extra large Side Show, Penny Arcade, etc. NO RIDES WANTED.
CONCESSIONS — Ball Games, Photos, Scales, Pitch-Till-You-Win; in fact, anything except Bingo and Popcorn.
ELECTRICIAN (must drive Transformer Truck).
RIDE HELP AND FOREMEN that can drive for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Roll-o-Plane and Octopus. We carry first-class Rides and first-class Trucks. We can offer Showmen a real route in busy defense areas.
Address: ELLMAN SHOWS, 2239 No. 58th Street, Milwaukee, Wis.

TOP WAGES
FOR EXPERIENCED
RIDE MEN

Want reliable, experienced Foreman for 3-Abreast Spillman Merry-Go-Round; also Second Man. Can use Second Man for Ferris Wheel and a Man to take charge of a set of swings. Write me at once.

JAS. BELL COMPANY
38 Green Street NEWARK, N. J.

WANTED

Cannon Ball Man shot from cannon. No experience required. Long season. Draft exempt. State age, weight, height.

FEARLESS GREGGS
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SHOWS AND CONCESSIONS
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GREATEST ILLUSION
To Feature or Bally. Levitation. Complete $37.50. Details, catalogue free.
ABBOTT'S—Colon, Michigan
World's largest Illusion Builders

WANTED

Foreman for Tilt, Octopus and Wheel. Help on all Rides. Cash every week, no brass. Athletic Show Manager, Grind Shows with own equipment and Stock Concessions. Opening May 1st. Address:

Wilson's Famous Shows
ASTORIA, ILL.

FOR SALE—10-CAR HEY DEY
Must dismantle and remove this month. Come and see it and make offer. Also 35 Drop Picture Machines and Cards.

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The Best Investment in the World Today Is U. S. Defense Savings Bonds and Stamps

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Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Broadquest, Okla.
Week ended April 11, 1942.

Dear Editor:

Due to Ballyhoo Bros.' Circulating Exposition being the first 100-car carnival to open the season and now in its 12th week, its owners feel it their duty to enlighten other showmen on how it has so successfully operated under wartime conditions. The answer is female labor. This show carries the tallest, huskiest and most beautiful personnel of working women ever to pole a train or drive a stake. Sight of lady crews unloading and erecting the mightiest midway on earth has given the company an unlimited amount of publicity and has met with public favor.

Under direction of Mrs. Smokey Torch, trainmistress, whose husband is in the army, our all-high-brown train crew loads and unloads faster and with less noise than there was before it took over. Platinum blond lot superintendent Lizzie Schmidt, formerly featured dancer in our two-girl educational Hawaiian Revue, handles a tapeline like a veteran and can outloud any location beefer on the midway. Bull Ring Betty, shows' blacksmith and a former cookhouse chef who could take little or nothing and prepare a good meal out of it, is fixing the wagons the same way. Gorgeous redheaded Lena Gaff, former lady bagpunching champion and now legal adjuster, can out-backslap and pump-handle the best male fixer ever to stand in shoe leather.

Millie Linthead, shows' sailmaker and former cotton-mill spinner, handles a palm and needle like a veteran and a believer of the adage, "It's never too late to mend." Seeing her mush-faking a downtown awning perched on a step-ladder is a familiar sight.

Advance car No. 1, so numbered because it is our only one, under management of Mrs. Lem Trucklow, boasts of the fastest billing crew en route. They have given the show more new stands of paper than our male crews did in six years by doing away with the old comp system and by exchanging domestic science for posting space. Exchanges run on the following scale:

For a three-sheet location they mend one pair of socks; six-sheet daub, mend and wash one suit of underwear; 12-sheet, wash the windows, and anything from a 24-sheet stand to wrapping the owner's house up with paper, they cook one meal (for two), make up a bed, scrub a floor and clean four neckties. Let the opposition call our bill-car and advance unit hashers, laundry queens and chambermaids if they like, but the system has proved a great advance build-up for the show's cleanliness.

Other personnel members include Bale Ring Annie, boss canvaswoman; former heavyweight champion dumbbell litter Moltina Steel, ride superintendent, and Middy Knight, watchwoman. Two country girls whose names are unknown due to their having been with it only three weeks and not long enough to get their names on the pay roll are in charge of milking six cows carried with the show for the benefit of the cookhouse and pie car.

MAJOR PRIVILEGE.

MARKS START

(Continued from page 31)

prezario, has a new show but retains his old title, Harlem Club Revue. Line-up is headed by Evelyn Redding Anderson (Aunt Jemima) and Doc Anderson's Radio Rhythm Artists. Other attractions are the Monkey Show, Funhouse and a new Wild Animal Circus.

Visitors included Art and Charles Lewis and Percy Moreney, secretary-treasurer, Art Lewis Shows. Owner Marks received many congratulatory telegrams and entertained several State, county and city officials at opening. H. W. (Bill) Jones has the bingo concession again under management of Ralph Flannagan, and John Gravas and Harry Basil have their cookhouse here for the second season. Paul and Billy Lane have several concessions. George P. Welch is back with his concessions, as is Walter Holliday with frozen custard. Chet Dunn had the Rolloplane, Octopus, Fly-o-Plane and miniature rides, and Mrs. Dunn has several concessions. C. Jack Shafer manages the Play-Land concession, which did well here.

Executive staff has John H. Marks, president and general manager; Graves H. Perry, assistant manager; H. E. Stabler, special representative; Nick B. Stepp, secretary and treasurer; Willie T. Lewis, concession manager; Walter D. Nealand, publicity director; Walter W. Rowan, chief electrician and in charge Diesel plants; George T. Chesnut, advertising agent. Theo Parker, transportation superintendent and chief mechanic; John Gravas and Harry Basil, commissary department, and T. A. (Red) Schulz, mailman and *The Billboard* sales agent.

The Morning News and *Evening Times-Herald*, with Major Raymond Botten, publisher, and Sam P. Hoyle, advertising manager, gave good co-operation, as did Station WGH.

JONES UNDER WAY

(Continued from page 31)

partnership of proprietors. Herb Pickard, late of *The Chicago Herald and Examiner*, joined here as general press representative, and John Arman, Daytona Beach, Fla., has been engaged as assistant secretary. Harriet and Clyde Beatty made a plane trip to Akron prior to opening, where Beatty inspected progress on his new zoo. Duke Drukenbrod arrived from Canton, O., to assume management of the front of the Clyde Beatty Circus.

L. P. Brady came in from Mississippi with his rides, and C. E. Barfield has booked his Flyoplane and Spitfire. B. E. Griffin has the Rocket this season. Doc and Betty Hartwick have the Barn Dance Revue and Sportsmen's Exhibit, and Eddie Jamelson is managing Gay Old New Orleans. Mrs. Hody Jones's Follies of 1942 has an elaborate new front in red, white and blue. Ride foremen include Henry Lockard, Ride-o-O; Richard Schwanta, Merry-Go-Round; Al Warwick, Lindy Loop; Danny Boyd, Kiddy Rides; W. F. McMinn, Ferris Wheels, and Walter Williams, Heyday. Superintendent Bert Miner was drafted here to lay out the lot and did a creditable job in addition to his innumerable duties.

3. Michael Shea, billposters' business agent, attacked the buildings department for its action, saying that the billposters won't be paid for the work they did in placarding the city. Shea contended that the attaches of the department should have informed Ryan, who wasn't from the city and couldn't be expected to know the local red tape necessary to acquire use of the hall. Alderman William S. Lowe, city property committee chairman, said that Shea and the printer should have protected themselves by getting their money in advance and that Ryan should have taken pains to find out the correct procedure before placarding the city.

COMMITTEE of the American Legion Post Band, Oil City, Pa., is mapping plans for its annual event there. Harland C. Mitchell is director; Harry P. Thompson, manager, and Walter Penner Jr., committee chairman.

GEORGE ARNOLD'S Barnyard Frolics has been signed to present the free attraction at Chardon (O.) Maple Festival by A. B. Carlson, committee president. Following the Chardon event, attraction resumes its tour of school dates under S. E. Paulus Management Services.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

(Communications to 25 Opera Place, Cincinnati, O.)

Martin Festival Gets Green Light

MARTIN, Tenn., April 11.—Having received endorsement of the annual celebration from Jonathan Daniels, assistant director in charge of Civilian Mobilization at Washington, Young Business Men's Club is going ahead with plans for its July 4th Home-Coming Celebration here. John M. Morgan, committee chairman, said Reading Amusement Company has been re-engaged to provide the midway attractions at the 26th annual event. Date marks company's fourth consecutive year here.

Free acts and band concerts will be presented and patriotism will be stressed thruout the program. A number of recreational features will be incorporated. Event, which is held in City Park, attracted an estimated 40,000 last year.

Daniels, in replying to the committee's query as to whether such an event might in any way conflict with the war program said, "I have been informed that no policy has been set, except on the West Coast, in regard to withholding public meetings or celebrations. The War Department has advised that you go ahead with your plans, since Martin is in the interior and the department does not, at the present time, see any reason for changing your program."

Even Break Indicated For Texas Cele Dates

HOUSTON, Tex., April 11.—Recent announcements concerning special events and festivals in East Texas indicate a 50-50 break for dates this year. Among survivors of the war are Bluebonnet Fiesta, Marlin, and Texas Forest Festival, Lufkin. Texas Rose Festival, attracting 100,000 in an average year, has been called off at Tyler, as has the Jacksonville Tomato Festival. Pate of East Texas Yamboree, Gilmer, one of the section's major celebrations, has not been determined, but sentiment at Jacksonville appears to favor its continuation.

Manager John Womble, Texas Rose Festival, said visitors usually come from long distances to attend the Tyler event and his management feels it would be unfair to ask patrons to come distances during the period of tire shortages. Tomato festival officials gave the same reason for their decision to suspend for the duration.

TOM HASSON directed the successful American Legion Youth Center, Inc., Show in Jaffa Mosque, Altoona, Pa., recently. Jack Stevens handled the press, and talent line-up included Lawrence Welk's orchestra and Frank Taylor's Youth and Beauty Revue.

Salem, O., Maps Plans for Continuance of Apple Fete

SALEM, O., April 11.—Directors of Salem Apple Festival Association, at a recent meeting, voted to hold the annual event again this fall. Decision was made after local merchants and district orchardists pointed out that last year's festival made a definite contribution to the apple-growing industry in Columbiana and Mahoning counties.

Operation of the fete will be along the same general plans under which the 1941 show was held. Program will include crowning of an apple queen and a midway of rides, shows and concessions in downtown streets, as well as free acts on several stages to be spotted at advantageous points.

United Nations Expo To Be Held in Chicago

CHICAGO, April 11.—Plans are being made to hold a United Nations Exposition here soon. Among the exhibits will be the plane used by Rudolf Hess in his flight to Scotland, a Jap submarine captured at Pearl Harbor, a captured German tank, pieces of the Graf Spee, captured German and Italian planes and various other war relics.

Time and place for the exhibits have not been definitely set. After being shown here the exhibits will be sent to other cities.

Shorts

MARION (Ill.) Veterans of Foreign Wars Post, under Commander Douglas Rogers, is mapping plans to sponsor an event there this summer, Rogers reports.

ANNUAL Coast Guard Water Fete, sponsored for the last six years by Grand Haven, Mich., business men, was canceled for the duration at a meeting in Grand Haven last week.

WIDELY advertised Hollywood Wild West Show was not held at Municipal Auditorium, Springfield, Mass., April 12. Cancellation came after it was made known that Promoter Timothy Ryan did not make formal application to the public buildings department in time for the city property commission meeting April

Selden
THE STRATOSPHERE MAN
WORLD'S HIGHEST AERIAL ACT!
AN ACE ATTRACTION ANY PLACE. NINE SUCCESSFUL SEASONS DRAWING HUGE CROWDS AT EVERY PERFORMANCE.
PERMANENT ADDRESS
Care of The Billboard, Cincinnati, O., or Representative, Barnes-Carruthers.

WANTED FOR
Annual
July 4th Celebration
Sponsored by American Legion Post No. 29
July 1 to 4, Inclusive
Legitimate Shows and Concessions.
Have Barnes-Carruthers Free Acts, Miller Rides, Fireworks.
Write GEORGE N. WARDEN
Rensselaer, Indiana

WANT
SMALL CARNIVAL SOON
American Legion Post for sponsor. Come and see me.
MANAGER, THE SHOWBOAT, St. Marks, Fla.

WOOSTER SPRING FESTIVAL
May 16th to May 23rd
Can place Cook House, Legitimate Concessions, Shows. Also Ride Help. Address all mail and wires to
J. R. EDWARDS SHOWS, Wooster, Ohio

WANTED
Clean Show for the
HARMONY VOL. FIREMEN JUBILEE
to be held in the midway the week of June 29th to July 4th, inclusive. Write
LOUIS KREKLER, Chairman, Harmony, Pa.

WANT PHONE SALESMEN
For Tickets, Exhibits, Program, Merchants Tickets, Contest. Doc Stabler, Ray Hilborn, Mr. and Mrs. Martin, Johnny Burke, Harry Latridge, get in touch with us.
Benefit AMBULANCE FUND DRIVE
ARDMORE, PA., JUNE 1 TO 6
Ten Men for Philadelphia and five for Ardmore. Contact C. J. Murphy, Sam Dersdorf.
Can also place Pitchmen and Demonstrators.
WANT THRILL ACTS—NOTHING TOO BIG
For National Defense Exposition and Thrill Show.
Auspices ARDMORE BUSINESS MEN'S ASSN., 49 West Lancaster Ave., Ardmore, Pa.

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Conducted by WILLIAM J. SACHS—Communications to 25 Opera Place, Cincinnati, O.

EARLY-SEASON BIZ HEFTY

AC, Asbury Top Fondest Hopes

ATLANTIC CITY, April 11.—Easter Sunday business exceeded the fondest hopes of local amusement and business interests. While no new record was set, the advantage of good weather and the novelty of the dim-outs brought out a crowd estimated at close to 500,000, which was equal to that of 1941.

Rationing of tires apparently had little effect on the urge to drive to the seashore. Private automobile travel was almost in step with recent years, and bus and railway lines reported banner business.

The beach-front concessions and shows were taxed to capacity, and hotels thruout the city were filled. Restaurants and refreshment stands kept cash registers ringing all day, and motion picture houses, the cabarets and the Steel Pier reported business as "very brisk."

Steel Pier was the only ocean amusement center open for the holiday. Hamid's Million-Dollar Pier, lighted up for Easter Sunday in former years, remained dark and all the play went to Steel Pier, ushering in its 46th season. A gala holiday bill was provided by Frank P. Gravatt at Steel Pier, in the Marine Ballroom Jimmy Dorsey and Alex Bartha and their orchestras made the dance music continuous. In addition, Dorsey broadcast the *Fitch Bandwagon* radio show from the pier. The Four Ink Spots headed the program in Music Hall, the bill also including the Stuart Morgan Dancers, Wally Brown, Robbins Brothers

(See AC, ASBURY BIG on page 43)

Carroll Names Aids In Defense Activity

SPRINGFIELD, Mass., April 11.—Edward J. Carroll, owner-manager of Riverside Park, Agawam, has been named executive director of the outdoor amusement unit of the amusement industry division of the Massachusetts Committee on Public Safety. Carroll's duties will be to co-ordinate all civilian defense activities covering amusement parks, beaches and other outdoor entertainment thruout the State.

Carroll has named the following as deputy directors in charge of the civilian defense activities in the parks each represents:

Roy Gill, Norumbega Park, Auburndale; H. D. Gilmore, Whalom Park, Fitchburg; Louis D. Pelissier, Mountain Park, Holyoke; Joseph Stone, Paragon Park, Hull; Rudolph Mainini, Lake Nipmuc, Mendon; Daniel R. Bauer, Achusnet Park, New Bedford; Charles Collins, Lincoln Park, North Dartmouth; A. A. Casassa, Revere Beach, Revere; Fred L. Markey, Salisbury Beach, Salisbury; Sam Hamid, White City Park, Worcester; E. R. Emerson, Lake Pearl, Wrentham, and E. C. Hayden, Pilgrim Park, Bridgewater.

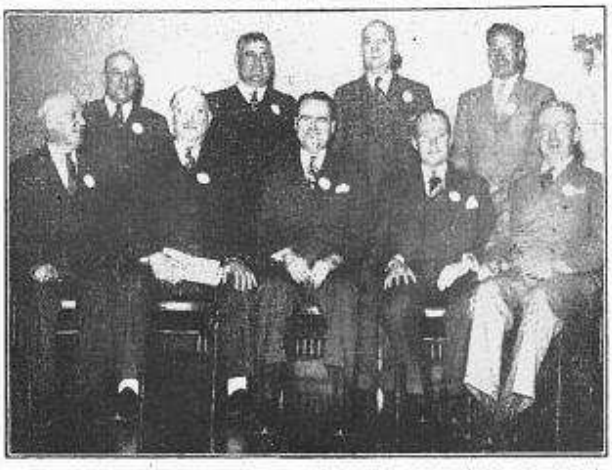
Carroll will soon announce a list of duties and instructions on handling crowds in a blackout or air raid.

Buckeye Lake Starts Well

BUCKEYE LAKE, O., April 11.—Buckeye Lake Park, Central Ohio's largest amusement center, held its pre-opening Easter Sunday, with large crowds on the midway, according to A. M. Brown, who is again managing director of the playspot. Brown announces that many improvements have been made for the new season. Roller skating is on a four-night-a-week basis in the newly decorated Danceland rink until the park's formal opening in May. Crystal Dancetería opened Easter Sunday night with a park-plan policy.

Puritas Springs Gets Going

AKRON, April 11.—Puritas Springs Park, near here, made its pre-season bow Sunday (5). Pearl Gooding Visoky is president. The revamped dance pavilion had Herbie Holmes and ork for a starter. Roller rink will operate daily with Ken Dombey, organist. All midway attractions will operate Sundays until the regular opening in May.



NEW OFFICERS OF THE NEW ENGLAND SECTION, NAAPPB, elected at the group's recent successful convention at Hotel Manger, Boston. Left to right: A. A. Casassa, Revere Beach, Mass., treasurer; Henry Martinelli, Mountain Park, Holyoke, Mass., director; I. Mark Polakowich, Desert of Maine, Freeport, Me., first vice-president; John T. Clare, Crescent Park, Riverside, R. I., past president and director; Edward J. Carroll, Riverside Park, Agawam, Mass., new president; Wallace St. C. Jones, Boston, director; Henry Bacon, Whalom Park, Fitchburg, Mass., second vice-president; Lee Wise, Auto Rest Park, Carmel, Me., director, and Fred L. Markey, Salisbury Beach, Mass., secretary.

NAAPPB Names 1942 Exec Groups

CHICAGO, April 11.—NAAPPB, thru its president, Adrian W. Ketchum, has just announced the names of its 1942 officers, directors and committee members.

Association officers are Adrian W. Ketchum, St. Louis, president; Paul H. Hiedepohl, Portland, Ore., first vice-president; John L. Coleman, second v.-p.; Irving Rosenthal, Palisade, N. J., third v.-p.; A. R. Hodge, Chicago, secretary-treasurer, and A. L. Pilograsso, assistant treasurer.

Board of directors comprises N. S. Alexander, Harry J. Batt, Charles L. Beatie Jr., John L. Coleman, John R. Davies, E. H. Foehl, Henry A. Guenther, Arnold B. Gurtler, George A. Hamid, A. R. Hodge, Paul H. Hiedepohl, A. W. Ketchum, J. E. Lambe Jr., Richard P. Lasse, Fred L. Markey, A. B. McSwigan, P. W. A. Moeller, Herbert P. O'Malley, Fred W. Pearce, Irving Rosenthal,

(See NAAPPB NAMES on page 43)

Carlin, Baltimore, Looks for Red One

BALTIMORE, April 11.—John J. Carlin, owner and founder of Carlin's Park, Baltimore, announces April 18 as opening date for its 23d season, with Col. A. T. Miller back for his second season as events director and advertising manager. During the winter Miller handled events and publicity for the park's roller rink and ice arena. John J. Carlin Jr. is park manager, assisted by A. C. Hulsey, superintendent.

With Baltimore's population increasing steadily, due to an influx of workers to its defense plants, Carlin's bids fair to break all previous attendance records this season. The close proximity of Washington, Fort Meade and the Aberdeen Arsenal, with their thousands of workers and service men, also opens up a vast field to draw from.

In preparation for the new season, Carlin's has instituted a number of im-

(See CARLIN OPTIMISTIC on page 42)

Patriotism, Safety, Profits Biz Keynotes, Says Campbell

CHICAGO, April 11.—There is a big season ahead for amusement parks, according to John Logan Campbell, Baltimore, insurance consultant of the NAAPPB. When asked by a representative of *The Billboard* here this week for his opinion on the place of the amusement park industry in the nation's war effort, Campbell said: "The amusement parks, pools and beaches thruout the country are happily faced with a bang-up season. Gross receipts undoubtedly will again show a substantial increase."

This is the time, Campbell declared, to consider what can be done for patriotism, protection and profits combined. "Our effort to win the war is an opportunity and a welcome obligation," he said. "Amusement men should make it their keynote of operation and enthusiastically project it in their every offering, attraction and operation. Sell everybody on wholesome recreation as the greatest means to maintain and stabilize the people's morale. This is of the utmost importance. Amusement men will thereby perform their patriotic duty to their government, the industry and themselves."

Protection, Campbell declared, should receive intelligent study and constant

(See BIZ KEYNOTES on page 43)

The Billboard Subscription Rates Upped

Only two weeks remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

	Until April 30	After April 30
One Year	$5	$7.50
Two Years	$8	$12.50
Three Years	$10	$16.50

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.

Weather Aids N. O., Agawam

NEW ORLEANS, April 11.—With a warm sun beating down all day, Pontchartrain Beach opened a month of Sunday operations Easter, with an attendance of nearly 25,000. Temperature of 85 saw many take to the beach, including several thousand soldiers and sailors who were in town for the holidays, terminating with huge downtown parade on Army Day. An Easter egg hunt for kids held attention, with awards for best dressed woman and man.

Manager Harry Batt has painted and renovated the beach, and dedicated a new $250,000 bathhouse with capacity of 5,000. All rides did a rushing business.

Batt opens regular season first Sunday in May, when beach will inaugurate double outdoor free acts to run thru the season.

SPRINGFIELD, Mass., April 11.—Some 20,000 people swarmed thru the gates at Riverside Park, Agawam, over last week-end, as Edward J. Carroll, owner-manager, opened the pleasure spot at the earliest date in its history. Threatening skies Sunday cleared up by noontime and a warm sun thrown down on midway's Easter finery.

The park had opened Saturday night, with more than 5,000 testing the rides and enjoying themselves, despite a cold wind that whipped across the river. All rides did excellent business. Harry Storin, publicity and advertising head, said the streamlined Pinehouse and the new World Cruise (the former Show Boat) did double their normal business. The new Moon Rocket drew capacity crowds, as it caught on fast.

Monday park concessionaires and em-

(See WEATHER A HELP on page 43)

FBI Men Trace Rumors Defiling Coastal Resorts

ATLANTIC CITY, April 11.—Alvin C. Hunsicker, president of the Atlantic City Hotel Association, accused "some rival business interests in other parts of the country" of spreading false rumors to the effect that New Jersey's seashore is a dangerous place to visit nowadays. He said investigators are tracing the source of the rumors. "Despite the rumors," said Hunsicker, "more than 100 organizations will bring their conventions here this year."

Thomas S. Dignan, chief of staff of the New Jersey Defense Council, condemned "malicious rumors apparently aimed at not only ruining business along the Jersey coast but at injuring the morale of residents as well." He asked for an FBI investigation to determine if enemy agents were responsible for exaggerated reports that the Jersey coast would be "virtually closed this summer for recreational purposes."

He listed among unfounded rumors in circulation reports that the ocean is covered with oil from sunken ships and unfit for bathing; that beaches are restricted, with soldiers patrolling them awaiting the enemy; that German submarines are only a half mile off shore, and that all the lights have to be extinguished at night.

That New Jersey's seashore resorts "are the safest places in the country as far as enemy attacks are concerned," was voiced last week in Washington by Representative William H. Sutphin, whose district includes the North Jersey coast. He expressed that opinion in reply to letters inquiring whether the War Department planned to close any of the beaches this summer.

10-in-1 for Jefferson Beach

DETROIT, April 11.—Jefferson Beach Park this season will have a Ten-in-One Show, the first such attraction in a Detroit park in many years. Show will be operated by "Flexible Freddie" Jones, who had the photo concession and the Stella Show at the park last year and formerly had Ten-in-Ones on the Royal American, Dodson and other carnivals.

Copyrighted material

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Navy Relief

As part of a nation-wide campaign to raise $5,000,000 for Navy Relief, an outdoor amusement committee was formed last week in New York. Sub-committees are now being organized, with those in the aquatic business divided in separate divisions. Amusement parks operating swim tanks will fall under the park category, while beaches and pools will function as an individual project under supervision of the national outdoor amusement committee.

Preliminary plans call for one day a week being designated as Navy Relief Day in all branches of outdoor amusements thruout the country. Wednesday is the day likely to be selected, with the committee proposing that 10 per cent of gross receipts from all open-air-entertainment establishments be donated to Navy Relief on that day.

There's talk, too, of encouraging pools and beaches to stage water carnivals during the summer for benefit of the Navy Relief. On occasions, when percentage donated is big enough, the Navy Relief org will co-operate by supplying celebs, such as Eleanor Holm and Johnny Weissmuller, for personal appearances.

In all probability Arthur French, boss of Coney Island's Manhattan Beach, will head the special beach and pool set-up. Others being considered for the post are Mack Rose, operator of Cascades outdoor plunge, New York, and Paul Huedepohl, manager of Jantzen Park, Portland, Ore.

Outdoor Season Prospects

This is time of year when department stores buy bathing suits for the summer. Reports of how these sales are going should be interesting to beach and pool men, as it's an indication of what astute buyers think of this summer's aquatic prospects.

Despite reports that women will be afraid to visit the beaches this summer and that inland swimming would be curtailed by lack of chlorine, not to mention the false rumor about rubber bathing caps, the National Knitted Outerwear Association reports that retailers have bought more bathing suits in their initial orders than last year. According to Leonard Michelson, assistant secretary, some 3,000,000 suits have already been sold, about a million over last year.

A buyer for a big New York department store pointed out that swimming is the biggest sport in America and doubted that Americans would in any way curtail their swimming because of war fears.

Uniformity Urged

Readers of this department will recall that I have repeatedly campaigned for proper uniforming of employees around parks, pools and beaches. Many swim emporiums permit workers, including cashiers, locker boys and beach supervisors, to wear any old thing, with the result that these spots look ugly and mismanaged.

This season, more than ever, pool men should make it a point to dress up their help in a standard uniform. It is your duty to identify every employee so that the public may easily acquire directions for dismissal should same be necessary in the event of an air raid. First, it's a good policy and makes for cleanliness, and second, it's important for the safety of your patrons.

Usual complaint of pool operators who

(See POOL WHIRL on page 45)

How's Your Wing?

SPRINGFIELD, Mass., April 11.—At Riverside Park, Agawam, Easter Sunday, Harry Stein, publicity man, told an assembled crowd of about 1,000 kids that some of the eggs in the Easter egg hunt hadn't been found. Among them, he said, was the one worth a $25 War Bond to the finder.

"Why," said Harry, "I could throw a stone and hit one of those eggs, it is so near to where I'm standing." Less than a minute later a bright-eyed youngster of 10 came rushing up to him and asked breathlessly: "Say, how for can you throw anyway, mister?"

Defense Workers Expected To Boost Brydon Beach Biz

KNOX, Ind., April 11.—Much new building has been going on the past month at Brydon's Beach on Bass Lake, six miles south of this city, in preparation for the new season which is expected to benefit greatly from the many new defense industries that have sprung up in the territory in recent months, including the new government powder plant at Kingsbury, 15 miles from here, employing 27,000 men, and the naval airport and shell-loading plant at Peru. Opening is set for May 24.

According to Manager Ray Marsh Brydon, improvements will include a new building to house bowling alleys, new bath houses, a new concession building housing 12 booths and two new fun houses. A new parking space has been laid out, and the pony track has been moved to a new location on the midway. The space formerly occupied by the track will be used for three new flat rides, Brydon says. In addition, a new raft is being constructed on the lake front to show off the fireworks and free acts.

Brydon reports that his Beach-Side Cafe has been enjoying good business all winter, using floorshows and operating Tuesdays thru Sundays. Weekly ads in seven surrounding rural newspapers and ads thrice weekly in *The South Bend Tribune* have been bringing results, Brydon reveals.

Johnses Begin Dance Season

COSHOCTON, O., April 11.—Dick and Helen Johns, operators of Lake Park here, have returned from a Florida vacation and are engaged in readying for the new season. Dance pavilion bowed Sunday (5) with Chic Floy's band and a floorshow. Dansant will operate week-ends until the start of the regular season in May. Mr. and Mrs. Johns, who also operate penny arcades in Ohio fairs and celebrations, plan to launch their season under canvas at Ashley, O., July 15.

With the Zoos

CINCINNATI.—The zoo is completely organized for Civilian Defense, according to a report made last week by Joseph A. Stephan, superintendent, to Leo Lucas, of the local Defense Board. Stephen will be chief warden of the zoo, which comprises a complete sector. Twenty zoo employees have been appointed air raid and fire wardens. A special telephone and lighting system has been installed for use in case of blackouts. Bags of sand have been stored to protect buildings in case of an air raid. Iron boxes have been placed in the reptile house into which rare snakes will be placed. In the event of an emergency zoo employees are prepared to destroy animals that would be a menace if they escaped.

* * *

YOUNGSTOWN, O.—Disbandment of the Mahoning Valley Zoological Society for the duration of the war has been announced by Mary B. Smith, secretary.

* * *

NEW ORLEANS. — Native Louisiana pelican was placed aboard the Gulf, Mobile & Northern Railroad's new streamliner, Rebel, recently by George Douglass, superintendent of Audubon Park Zoo, as gift to St. Louis Forest Park Zoo. Ceremony marked opening of new rail service by the road between New Orleans and St. Louis.

American Recreational Equipment Association

By R. S. UZZELL

Galveston has closed part of its gulf beach to amusements because of war requirements. There is, however, enough of that remarkable beach open to accommodate local requirements and the big influx from Houston, the seaport 52 miles inland. Galveston showmen have always been able to screw up their courage to the sticking point when facing an emergency. The entire beach was wiped away by the furious tropical storm of 1900 and another severe one in 1915 did the same. These men will carry on.

George A. Hamid has been named representative of outdoor amusements with the Navy Relief Society. John Ringling North represents circuses; Commander Gene Tunney, boxing; Don Topping, professional football; Neil Irish, basketball; Arthur Brentano Jr., books; Michael S. Jacobs, boxing; Grantland Rice, amateur athletics, and Bernard Gimbel, merchandising. Many other notables represent their callings. The immediate objective is to raise $5,000,000 for navy relief. President Roosevelt is honorary president, and Frank Knox, honorary vice-president.

They just can't leave us. Charles Miller, who managed Luna Park for the Collier interests, has been in Florida for three years in charge of repairing and redecorating the many Collier hotels. Now he wants to relocate in the amusement park business. Year-round life in Florida palls on Charley. Florida has no charms for Charley like watching people in wholesome recreation in amusement parks. Welcome back, Charley.

Our government, up to July 1 of this year at least, will pay for all bombing damage done to property. After July 1 it is planned to have this risk handled by insurance companies. Better keep informed in this vitally important subject.

In the event of a blackout every park employee should have an assigned post to cover. Calm employees, well distributed over the park, can be a potent factor in keeping the people from becoming panicky.

A piece of sage advice at the New England park men's meeting was: "You cannot prepare for bombing after it starts."

The question of personnel is foremost in our minds just now. If male help becomes unavailable we must carry on with youngsters, women and older men.

Abner Kline, of Byerly Aircraft Company, has joined the Oregon Mounted Posse, an armed group subject to emergency call. He reports that operators of portable rides who have already opened say business has been good to date.

Light Plan Gains Impetus

ATLANTIC CITY, April 11.—The movement to add an hour of daylight saving on top of the present War Time in order to offset the dim-out is gaining momentum among the resort and amusement interests along the Jersey coast. Amusement men are expected to meet soon to map future plans. It is felt that the extra hour of daylight would be a potent factor to counteract the possible effect of dim-out regulations on seashore resort business.

GEAUGA LAKE, O.—Jerry Helan will be emsee and producer of the musical shows at Geauga Lake Park here when it opens late in May, William Kuhlman, owner, announces. Helan will produce musical revues at the pavilion, using semi-pro and amateur talent.

BRYDON'S
BASS LAKE BEACH
ON BEAUTIFUL BASS LAKE
U. S. ROUTE 35—6 MILES SOUTH OF KNOX, IND.
"In the Heart of Indiana's Defense Projects"

OPENING SATURDAY, MAY 23

CONTRACTING NOW—Rides of all kinds, particularly wants large Flat Rides, such as a Whip, Scooter, Hey-Day, Tilt-a-Whirl or Dodgem. Rides that you find will be too hard to gilly this season will get a fine summer's work here. With the shortage of help, no tires and a possible gas rationing, we feel a park would be the best bet this season. Also want a 12 or 16 Ell Wheel, an Octopus, Chair-o-Plane, Fly-o-Plane, Ride-O, etc.
Fun Houses wanted—This is a good Fun House park. Also will book Drome, All Rides, etc., must be in first-class repair and well lighted and painted. CONCESSIONAIRES—Have open a number of booths and buildings for Grind Stores and Merchandise Concessions. Novelties, Ball Games, Juice, Crab, Corn Products, Scales, Frozen Custard, etc., open. Low privilege and positively no G. or Flat Stores permitted.
Want Man or Men to install Archery or any other park games. This is the largest and most modernized park in Northern Indiana. The best advertised and neonized resort in the Central West. All reply to above.

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Glen Park WILLIAMSVILLE, N. Y.

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BRYDON BEACH, Knox, Ind.

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Iowa Annuals Trim Budgets

Managers urged to maintain entertainment features to sustain morale

DES MOINES, April 11.—Directors of Iowa State Fair Managers' Association urged fair managers to trim their budgets in line with the war emergency and recommended that all rides, midways and other entertainment be maintained to sustain morale at a special meeting called by B. O. Gates, president, to discuss the wartime program, last week. The fairs also will emphasize methods of aiding the Food for Victory program and conserving vital materials.

"We are urging all members to streamline their fairs in line with the Food for Victory and the war program," Gates said. "Instead of sales displays, the annuals will feature service displays." Feeling at the meeting was that the curtailment of automobile travel will keep summer vacationists at home, with the result that county and district fairs will enjoy good attendances this year.

It was announced that the fairgrounds are under consideration again for military use, leaving the possibility this year's event will have to be transferred to some other Iowa city. Secretary Lloyd B. Cunningham said he expected to hear definitely within 10 days whether the War Department will take over the grounds. Under the present plan, grounds would be used as a supply depot for the Army Air Corps.

Dallas To Expand; War Theme Is Set

DALLAS, April 11.—Planning a wartime theme, directors of State Fair of Texas met April 6 to decide on giving emphasis to exhibits of products of agriculture, ranch and garden at the 1942 annual. As a result, extensive expansion of the fair's livestock and agriculture departments has been planned and a feature of the 1942 event will be the fourth annual Hereford Stock Show, which chalked up the largest attendance in its history last year.

President Harry L. Seay gave directors the encouragement of a telegram from Secretary of Agriculture Claude R. Wickard, who urged that the 1942 fair be held as scheduled. Board elected Denys Slater to succeed A. J. Staples, who has moved to Kansas City, Mo., and named R. D. Suddarth successor to Edgar L. Pippen, resigned. A new project, approved by directors, was the remodeling of the old Jockey Club on the race track into a dormitory to house Future Farmers and 4-H Boys' clubs.

Tulsa To Continue; Midway Is Retained

TULSA, Okla., April 11.—Tulsa State Fair, which last year lifted itself by its bootstraps to show a profitable operation, will be held this year despite the war, William B. Way, secretary-manager, said this week.

Plans are being made for special agriculture and livestock defense exhibits, he said. Tulsa fairgrounds last month were the scene of the seventh annual Magic Empire Junior Livestock Show, for which entries more than doubled last year's, showing a definite trend toward increased interest in such shows in this area.

Midway attractions and other special shows have been booked, Way announced.

Canton Advances Dates

CANTON, O., April 11.—Dates of Stark County Fair have been changed from the traditional Labor Day opening, which has prevailed for 25 years, and annual will open five days earlier this year, Ed S. Wilson, secretary, announced this week following action by the board of directors. Change was made possible because of the abandonment of Ohio State Fair, which held dates for that week. Sessions will be held on all four nights, with Children's Day to be observed on a Thursday.

CINCINNATI.—Line-up of the Olive Miles and Company, comedy cow act, includes Miss Arelene, singer and accordionist, and Paul Mix, champion trick roper.

CHARLES H. TAYLOR: vet fair executive and a member of the Indiana State Fair board, Indianapolis, since 1931, who died at his home in Bloomington, Ind., April 1. He was in charge of the Coliseum at the time of his death. Details in Final Curtain.

Hancock Lands Contracts For Muskogee and Du Quoin

CHICAGO, April 11.—Hogan Hancock, of the Music Corporation of America, who has returned from a business trip thru the Southwest, reports that prospects for the fair season look very good. Some of the fairs, he states, have upped entertainment budgets. Among contracts obtained by Hogan on his trip were Oklahoma Free State Fair, Muskogee, for which MCA will furnish the grandstand show and the night club bill, and Du Quoin (Ill.) Fair, the grandstand show and band for the horse show.

Gov't Eyes Michigan Plant

Program scope to be determined by disposition of lease proceedings

DETROIT, April 11.—Fate of Michigan State Fair remained undecided late this week following a request from Washington for use of about half the grounds regularly used for fair purposes in recent years, excluding the race track. Space is to be allotted to the Marine Corps, but exact purpose was not disclosed.

Property involved comprises all west of Avenue B, from the Administration Building to Woodward Avenue, on which the grounds front. Tract includes the Coliseum, used for numerous shows during the year and at fair time. Plans call for the space to be rented to the government at $32,000 a year, with $80,000 to be spent by the government on improvements.

Bernard J. Youngblood, fair manager, said that final disposition of the fair had not been made and that plans to hold a fair somewhat reduced in scope in the remaining buildings are being considered. He also pointed to the probability of utilizing the race track infield for midway or exhibit purposes, a procedure never before followed here.

Wisconsin Sets 68 Fairs

MADISON, Wis., April 11.—Ralph R. Annion, director of the State Department of Agriculture, has announced that dates for 68 county and district fairs are definitely scheduled to be held in Wisconsin this year. State will lead off with Dodge County Fair, Beaver Dam, which has changed its dates this year. Forty-two of the fairs will be held in August, 21 in September, and one carries over from August to September.

Uncle Jim's Joke

LA PORTE, Ind., April 11.—James A. (Uncle Jim) Terry, vet secretary La Porte County Fair, attracted considerable attention and gained much local publicity with his announcement on April 1 that Indiana State Fair would be held here, under local fair association auspices, provided an opening date of September 31 could be arranged, after he had conferred later in the week with State fair officials. However, localites after reading the article perused their calendars, which revealed that September still has only 30 days and the transplanting of the big fair here on September 31 would be an impossibility. Readers of the article then began placing in a row the first letters of each paragraph and realized they were the innocent victims of Uncle Jim's little joke. The letters formed (you guessed it) A-P-R-I-L F-O-O-L!

Regina Adds Rodeo, Circus to Program

REGINA, Sask., April 11.—While some fairs may not be held this year because of the war, Regina is planning the biggest exhibition in its history. City will be celebrating its 60th anniversary and will stage the usual fair, a circus and a rodeo.

Circus will come here with Conklin's Shows and will feature Terrell and Dolly Jacobs and 50 animals, Frank Conklin announced on a recent visit. Because of its size, Conklin visited every city on the Class A Circuit to make arrangements for space to accommodate the circus and still leave room for the other shows with the carnival.

The Alf Phillips-Sam Howard Water Show, which was a top grosser on the Conklin midway last summer, will be retained this year with enlarged seating capacity. Rodeo, staged by the fair board, will be held daily in front of the grandstand. The grandstand program will be presented nightly; races will be held each afternoon, and Victory Bonds instead of automobiles will be used as giveaways.

Around the Grounds

DOVER, O.—Directors of Tuscarawas County Agricultural Society at a recent meeting set admission price for the 1942 annual at 30 cents, including tax. A similar grandstand fee will be charged. Admission last year was 25 cents, plus tax. Tickets sold in advance will be five admission coupons for $1, including tax. Board also accepted the resignation of Herman W. Wolfe, fairgrounds custodian for the last six years, who entered defense work.

* * *

SENATH, Mo. — Executives of the Dunklin County Fair at a meeting here March 30 set dates for the 1942 annual. Lyle Richmond, secretary-manager, said contracts were closed last week with Sam Solomon, owner of Sol's Liberty Shows, to provide the midway.

* * *

MILWAUKEE. — Wisconsin State Fair will offer a $33,000 harness racing program, with 17 events listed, Ted Bartel, director, reported.

* * *

WAUSAU, Wis.—Increased admission prices have been announced for 1942 Wisconsin Valley Fair. General gate admission, day and night, will be 31 cents, plus 4 cents tax, against 25 cents last year. Afternoon grandstand admission will be 36 cents, plus 4 cents tax, as compared with 35 cents last year. Bleacher admission will be 27 cents, plus 3 cents tax for adults, and 18 cents, plus 2 cents, for children against last year's prices of 25 cents and 15 cents. Night grandstand admission will be 35 cents and 40 cents, including tax, as compared with 50 cents and 35 cents a year ago. Box seats will be 75 cents, including a 7-cent tax, the same as a year ago. Children under 12 will be admitted free on all six days.

* * *

MONTICELLO, Ill.—Because of financial losses during the last three years, Piatt County Fair will be abandoned and the association will be dissolved. The fair, held here for many years, was discontinued in the early '30s and revived in 1936.

* * *

DETROIT.—Annual Berlin Fair at Marne, Mich., has booked a vaude show for its grandstand attraction thru Henry Lueders, United Booking Association. Show will use 16 acts and a band.

* * *

BEAVER DAM, Wis.—Wisconsin Association of Fairs has three regional meetings on its calendar this month. First was held April 11 in Monroe Hotel, Monroe. Second is scheduled for Weyauwega Hotel at Weyauwega April 15, with the third one slated for Hotel Wausau, Wausau, April 16.

* * *

EDMONTON, Alta.—Fresh opposition to the holding of horse races and a midway show at Edmonton's summer fair during wartime was registered in two letters received by city council recently from Women's Christian Temperance Union and Local Council of Women. The portion of the grounds occupied by the air force will be fenced off from public during the exhibition.

* * *

PRINCE ALBERT, Sask.—Horticultural Building at fairgrounds has been leased to the government for war purposes at a rental of $1 a year. Building will be released to the agricultural society for use during the fair.

* * *

BUCYRUS, O.—The government has leased the 70-acre Crawford County Fairgrounds here for war purposes for $1 for the duration and six months thereafter. It was reported that the grounds will be used to provide housing accommodations for men brought here to work in defense plants.

* * *

PAULDING, O.—Paulding County will drop its regular fair and concentrate on a junior exposition, fair officials announced last week.

* * *

YORKTOWN, Tex.—Little World's Fair, held here annually, has been canceled for the duration, Paul A. Schmidt, secretary, said following a recent meeting of board members, at which directors decided to abandon the event because of the war.

* * *

NEW WINDSOR, Ill.—Board members of New Windsor Fair & Horse Show at a meeting last week voted not to hold the event in 1942 because of the war, John W. Peterson, secretary, reported.

* * *

SPRINGFIELD, Mass.—Junior Achievement, Inc., sold its building at Eastern States Exposition Grounds, West Springfield, last week to the ESE for $14,000. ESE officials did not announce to what use the building will be put.

* * *

CHIPPEWA FALLS, Wis.—Northern Wisconsin District Fair, in fitting its event into the national defense set-up, is running some mats in various places in its premium books to promote the purchase of War Savings Bonds and Stamps. Board is also fitting the event's classification and premium offerings to encourage increased production of farm

(See Around the Grounds on opp. page)

The Billboard Subscription Rates Upped

Only two weeks remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

	Until April 30	After April 30
One Year	$5	$7.50
Two Years	$8	$12.50
Three Years	$10	$16.50

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.

Fair Elections

MEMPHIS.—W. J. Toler has been re-elected president of Mississippi Delta Fair Association; H. B. Crosby, vice-president, and A. S. Weisinger, secretary-treasurer. Plans for the three-day livestock and horse show at Shelby, Miss., are progressing, but no bookings have been announced for shows or concessions, Toler said.

* * *

WILMOT, Wis.—West Kenosha County Fair Association has re-elected M. M. Schnurr, Wilmot, president; Ben Raskin, Wheatland, vice-president; John Van Liere, treasurer, and E. V. Ryall, Kenosha County agricultural agent, secretary.

AROUND THE GROUNDS

(Continued from opposite page)

crops, dairy products and beef. Premium book carries a slogan on the bottom of each page anent the government's program for defense.

* * *

SHAUNAVON, Sask.—Shawnee County Fair will be held this year under auspices of the Shawnee Club, Shaunavon; Ken Club Maple Creek, and Kinette Club, Swift Current. Proceeds will go to war work, and exhibit space will be enlarged.

* * *

LLOYDMINSTER, Sask.—Despite the war, Lloydminster Exhibition Association is carrying on and organization will hold its 23d annual pure bred bull sale and sale of breeding stock on the fairgrounds as scheduled.

CARLIN OPTIMISTIC

(Continued from page 40)

provements, including increased facilities for dispensing food and refreshments and new picnicking and midway attractions. The theme "Recreation and Play for Health and Fitness" will be woven into all of Carlin's advertising and promotion.

Carlin's is favored by the fact that it is located within the city limits, what with everybody faced with the tire, auto and gas shortages. It is rumored that a number of the excursion boat lines will not operate in Baltimore and vicinity this season, and last week the city fathers announced that all municipal swim pools will be closed for the summer and possibly for the duration. This should spell unprecedented business for Carlin's Olympic Swimming Pool, one of the few commercially operated pools in the city.

Colonel Miller reports that the park's school, church and industrial picnic business looks good, and this, coupled with the fact that Baltimore now has 300,000 more people than eight months ago, should spell a record. Carlin's again will feature free admission, free parking, picnic groves and free acts.

AC, ASBURY BIG

(Continued from page 40)

and Margie, the Four Macks and Eddie White. In addition, the pier's six Funhouses were open.

The vanguard of holiday visitors, which started arriving Thursday (2), made it clear to the resort interests that the dim-out order issued by defense authorities would have little or no effect on the usual holiday crowds. Mayor Thomas D. Taggart said what is even more important is the fact that "these people can see for themselves that the false rumors about the dangers of Atlantic City are untrue." Still another promising factor was the free spending of the crowd. It was a manifestation of the millions in Defense money and augure liberal spending during the regular season. Moreover, the fact that many thousands remained over, with good business reported Monday, indicated that the entire week would be a banner one. If the mild weather continues for this week-end, there should be another rush here tomorrow, altho, of course, not of Easter proportions.

The optimism here was equally shared by neighboring Ocean City, Cape May and Wildwood.

ASBURY PARK, N. J., April 11.—Fears that the shore might be in for a bad season because of coastal war scare were dispelled under the well-shod heels of 100,000 who jammed the city over Easter week-end (April 3-5). Despite a beachfront dim-out, announced well in advance, the crowd poured in and made the cash tills sing. Highlight was city-sponsored Easter promenade on Boardwalk, with orchids awarded to the 100 best dressed women. Arranged by George Zuckerman, city publicity director, the show was one of the most successful ever staged here.

Reasons for the heavy crowds were desire of out-of-towners to get away for a vacation, war or no war; plenty of money around and excellent weather. First two are regarded by veteran ops as immistakable signs that locality is in for a lush season.

Hotels turned away three times as many people as they had room for. Berkeley-Carteret, largest in town, did land-office. Ditto for Kingsley Arms, Astoria, Main Central, Asbury Parlton, Jefferson and near-by Sea Girt Inn. Many hotels not yet opened wish they had been. Monterey, across the street from Berkeley, is spending $50,000 on remodeling in anticipation of hang-up season. Place will open May 15. Many tourists unable to find sleeping space over week-end took to overnight cabins in the near-by country.

WEATHER A HELP

(Continued from page 40)

ployees set about making ready for week-end operation thru April and full-time operation from then on. Concessioners reported opening business far beyond expectations. They indicated that the park is in for a boom year, despite tire rationing and possible gasoline-less Sundays. More than 1,000 youngsters participated in an Easter egg hunt Sunday, with Defense Stamps and Bonds going to the winners.

There were 163 entrants in the Easter parade contest, which will pay $100 in Defense Bonds to the winners of the various classifications. The pictures of the contestants will be judged by fashion experts of this locality and the prizes will be awarded next Sunday.

The rides and concessions open were Cyclone Coaster, Moon Rocket, Auto Speedway, World Cruise, Dodgem, Funhouses, Whip, Laff in the Dark, Airplane, Archery, bowling, Temple of Wonders, Crystal Maze, Merry-Go-Round, speed boats on the river, roller skating, remodeled Penny Arcade, enlarged Rendezvous restaurant, miniature railroad. The parkin theater was also open. A Flying Scooter will be installed next week.

HOUSTON, April 11.—Speer Park, under management of Sim L. Speer, opened its season yesterday, with special low prices for kids under 12 to be in effect thruout season, Fridays thru Sundays. Park has 10 rides and 20 concession games.

NAAPPB NAMES

(Continued from page 40)

Leonard B. Schloss, H. P. Schmeck, Edward L. Schott and Roy Staton.

Members of the various committees are as follows:

Membership: Irving Rosenthal, chairman; Andrew A. Cassass, vice-chairman; John Logan Campbell, Joseph B. Drumbour, Henry A. Guenther, Raymond Lusse, R. R. Mallard, H. P. Schmeck and R. S. Uzzell.

Music Royalty: A. B. McSwigan, chairman (rest of committee to be appointed later).

Nominating: Arnold B. Gurtler, chairman; L. B. Schloss, vice-chairman; R. N. Anderson, E. E. Foehl, Jack Rosenthal and P. E. Wesselmann.

Priorities: Edward L. Schott, chairman; N. S. Alexander, vice-chairman; A. B. McSwigan, Leonard B. Schloss, H. P. Schmeck and P. E. Wesselmann.

Program (General): John L. Coleman, chairman; P. L. Markey, vice-chairman; Norman Bartlett, chairman pictorial section; A. R. Hodge, Paul H. Huedepohl and H. P. Schmeck.

Program (Beach and Pool Section): Paul H. Huedepohl, chairman; O. B. Jenkinson, vice-chairman; Chauncey A. Hyatt, adviser; Bert Nevins, publicity; Vernon D. Fiatt and J. O. Ziegfeld.

Publicity: Rex D. Billings Jr., chairman; R. S. Uzzell, vice-chairman; Herman Blumenfeld, Earl K. Collins, Claude R. Ellis, Paul H. Huedepohl, Johnny J. Kline and Bert Nevins.

Reception and Social: Paul H. Huedepohl, general chairman; Mrs. George J. Baker, general vice-chairman; George J. Baker, penthouse activities; Mrs. H. P. Schmeck, ticket sales; A. W. Abbott, Joseph H. Barnes, Daniel E. Bauer, Mrs. John L. Coleman, L. K. Chrisman, Arnold B. Gurtler, Doris Humphrey, Mrs. O. B. Jenkinson, Mrs. A. W. Ketchum, Mrs. P. M. Killuly, Fred T. Lauerman, Florence Lusse, Mrs. Raymond Lusse, Richard F. Lusse, Mrs. R. P. Lusse, Mrs. H. P. O'Malley and William Rabkin.

Resolutions: R. S. Uzzell, chairman; A. Joseph Geist, vice-chairman; L. C. Addison and John Wendler.

Safety Code: Richard P. Lusse, chairman. Rest of committee to be appointed later.

Service Awards: Roy Staton, chairman; C. E. Henninger, vice-chairman; Andrew A. Cassass, Richard J. Batt, Robert L. Ferguson and Sim L. Speer.

The 1942 committees of the American Recreational Equipment Association are as follows:

Finance: William Rabkin, chairman; Raymond Lusse and C. J. Latscha.

Program: R. S. Uzzell, chairman; W. St. C. Jones and Fred L. Markey.

Nominating: Raymond Lusse, chairman; Abner K. Kline and L. Lynerne Custer.

Insurance: John Logan Campbell, chairman, and Fred T. Lauerman.

Membership: C. D. Bond, chairman; M. W. Sellner and Alvin Bisch.

Exhibit Room: W. F. Mangels, chairman; Ben O. Roodhouse and H. P. Schmeck.

Export: R. S. Uzzell, chairman, and W. F. Mangels.

The 1942 convention exhibit committee will consist of the members of the executive committee.

BIZ KEYNOTES

(Continued from page 40)

attention. Organizations should be made safety conscious. Plants and devices should be in perfect condition before opening date; complete liability insurance in force. Safety avoids interruption, creates confidence, pays big returns, he reminded.

"Profits," says Campbell, "are definitely a part of the foregoing combine, providing equally intelligent study and vigilant attention are paid to overhead expenses, such as taxes, labor, cost of materials, insurance, etc. Watch these items. They are mounting daily and can smother profits.

"These influences are subject to national influences today beyond the individual operator's ability to handle alone. Nevertheless, overhead expenses can be reduced and profits protected. The NAAPPB is working constantly to that end. One of its outstanding accomplishments in evidence thereof is the special public liability insurance plan sponsored by the organization, a plan under which members who have embraced it have enjoyed complete protection, broader coverage, efficient claims and engineering services and, in addition, a large saving in premiums."

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ASU Charter Given ARSA, Reports Nelson

NEW YORK, April 11.—Ozzie Nelson, president of the Amateur Roller Skating Association of America, reported that Peter Miller, president of the Amateur Skating Union, had granted the ARSA a charter to govern amateur roller skating in United States.

Charter was formerly held by the Roller Skating Rink Operators' Association of the United States prior to a controversy which ended in the RSROA quitting the ranks of the ASU and the ASU voting to oust the RSROA.

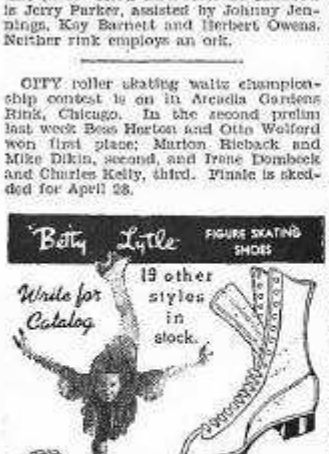
Memphis Rolling Up Record Season

MEMPHIS, April 11.—In spite of war and shortage of men, roller skating in Memphis is rolling up a record season, a survey discloses. Set off to a good start by announcement of national amateur championships which were to have been held here in April, interest was kept at a high point by clever exploitation and publicity.

East End Roller Rink, owned by East End Corporation, Harris Scheuner, New York, president, and Louis F. Bosdorf, Memphis, manager, got off to a good start in November with an amateur carnival. This was followed by a series of Junior Merchant promotions, which resulted in attendance of over 2,000 weekly, said Manager Bosdorf. Prices range from 15 and 25 cents in afternoons to 30 and 35 cents at night plus tax. Head floor man at East End is Wady Krauch; instructor, Ted Moyes, and fountain manager, Harry Glazer. Krauch said this winter has seen more adults on the floor than in any two previous. East End and Rainbow Rollerdrome are members of the RSROA.

At Rainbow Rollerdrome Manager E. Belhanyi is well pleased with the season's business to date, but said he noticed a dropping off as more men were called to the army. Rainbow, having a dance hall in connection and being outside city limits, has more adult patronage. Bellanti estimated attendance at 800 weekly during fall and early winter, but the past week he said it was down to about 700. Prices are 20 and 25 cents in afternoons, 35 and 40 cents nightly plus tax. Rainbow has not used any special promotions this year. Head instructor at Rainbow is Jerry Parker, assisted by Johnny Jennings, Kay Barnett and Herbert Owens. Neither rink employs an ork.

CITY roller skating waltz championship contest is on in Arcadia Gardens Rink, Chicago. In the second prelim last week Bess Horton and Otto Welford won first place; Marion Rieback and Mike Dikin, second, and Irene Dombeck and Charles Kelly, third. Finale is skedded for April 28.



Rinks and Skaters

By STARR DE BELLE (Cincinnati Office)

Big Turnout Seen For Crucial Meet Of RSROA in Philly

PHILADELPHIA, April 11.—The most important annual convention and championship meets of the Roller Skating Rink Operators' Association of the United States are expected by officials to bring the largest attendance in history to the doings in Convention Hall here on April 15-18.

The 1941 convention in Cleveland voted to meet this year in Memphis, but the move to Philly was made in a later emergency vote by the RSROA board of control. Secretary-Treasurer Fred A. Martin, Detroit, and President Fred H. Freeman, Boston, announced it was felt that Philadelphia was the city that could be most easily reached by the greatest skating population.

Sessions of the RSROA will be taken up largely in an aftermath discussion of its action in withdrawing from the Amateur Skating Union, which also voted to oust the RSROA. It is expected that numerous changes will be made in the RSROA amateur rules. The body has announced that it "will continue to govern all branches of the amateur roller-skating sport and that it will not recognize any roller-skating activities other than those officially sanctioned under the RSROA."

Thru Two Decades

By CYRIL BEASTALL

CHESTERFIELD, England.—Another outstanding British skater is Billy Watson, pioneer of free style in the North of England. I refer to modern free skating, solo and pair, International Style. He is the unassuming young man who performed with the Lidstones on their tour of Eastern and Midwestern roller rinks in the States in 1938 and who married Joan Lidstone upon their return home.

There has been a lot of trumpet blowing about the deeds performed by those truly great exponents of roller artistry, Jim and Joan Lidstone, and perhaps rightly so, but this almost total concentration of publicity on the brother and sister team (now separated) had the unfortunate effect of preventing due appreciation of a remarkable skater and, above all, a man most typical of British sportsmanship at its very best—Billy Watson. When he appeared in American rinks Watson performed under the handicap of skating alongside the holder of the greatest name then known to followers of advanced fancy skating in the United States.

Such a situation, in the case of any man not entirely self centered, must inevitably interfere with full concentration of nervous energy to the task of best performance. Some authorities assert that a skater who aims at the top-flight of performance must take up the sport not later than the teens, but Watson, who is now 31, defied this opinion by reaching championship class in three years, altho he did not don his first pair of skates before he had reached the age of 25. In fact, he had never seen a first-class skater until 1936.

Business making it impossible to travel south for proper tuition and there being at the time nobody sufficiently advanced in his area to teach him, Watson, who first concentrated on figures and solo free, had, perforce, to help himself. Thru sheer perseverance and hard work he had passed both the bronze and silver tests (international style) of the NSA within nine months. After teaching himself for some time, he discovered C. L. Wilson, internationally known judge of ice championships, residing in a near-by city, and received expert coaching from this helpful authority. Wilson put the finishing touches on Watson just before he passed silver and now he is ready for the gold test.

Watson first entered competitive skating in the spring of 1938, taking fifth place in the "Devonshire Bowl." He followed this initial effort by running Jim Lidstone fairly close in the national championship, to finish second only to the champion. He trained all that summer for the European championships and gained his international badge. In the internationals he finished next to Lidstone again, the much more experienced skater beating him by only 14 points out of 1,000. He sailed a week later for the United States, giving 40 solo free-style exhibitions and 30 dance-skating exhibitions in 18 rinks on the other side of the pond, not to mention 17 broadcasts and two rinning commentaries. He passed bronze and silver tests of the RSROA (figure skating) in Detroit and bronze dance in Vic Brown's Dreamland Rink, Newark, N. J. Billy and his wife were the first two ever to pass the silver figure test in America.

Watson has already given over 100 shows of solo and pair free-style skating in this country and bid fairs to make future history in international roller skating. He will go far in company with his charming young wife, Joan, who has William Jr. to keep an eye on these days, but she will soon be back among the champions. The name Watson will be one to conjure with in the days to come when contestants are lining up for the championships.

ALFRED B. DEXTER recently reopened the location formerly used by Melville Van Dyke for Delaware Roller Rink, Buffalo. Van Dyke completed construction of a rink on another location. Dexter operates long-established rinks in Niagara Falls, N. Y., and Crystal Beach Park in Canada, across from Buffalo. Personnel includes seven people. Albert J. Bellman is manager and Don Thompson is organist. First weeks of operation have been profitable and several private parties were booked, it is reported.

* * *

CAROLINA ROLL-A-RINK, new amusement center, opened on Jackson Boulevard, Columbia, S. C., recently under management of R. G. Hannon. At present not all equipment has been received, and formal opening will be held at a later date.

* * *

"CO-ED ROLLERDROME, Alston, Mass., opened April 6 to capacity business. Personnel includes Bill Murdock, organist; Thomas Legge, general manager; Dick Murdock, floor, formerly with Palace Rink, Hartford, Conn. Lighting effects and equipment are the latest," said Al Riley, skateroom manager.

* * *

LEXINGTON RINK, Pittsburgh, has begun a series of Club Nights once monthly at which skaters will get a 25-cent Defense Stamp and book as a gift from Manager Hyatt D. Ruhlmen. Pittsburgh skaters who won championships in the Pennsylvania-West Virginia roller contests were Lois Steiner, Arleen Holton, Colin C. Whyte, John B. Kostelnik, Audrey Gilbert, Virginia Emirch, Connie Lengel, Edna Mae Altenbaugh, Dorothy Marnell Berndle, Howard M. Jenney Jr., William McCabe, James King, Leonard Schmindt, Dorothy Faught, Mary Ellen Osterholt and Dolly Hornick.

* * *

CLINT SHUFFORD, former circus executive, who has been named manager of the roller rink in Summit Beach Park, Akron, recently returned from a visit to his home in Macon, Ga.

* * *

DANCELAND SKATERY, Buckeye Lake (O.) Park, has inaugurated a four-nights-a-week policy, with sessions Wednesdays, Fridays, Saturdays and Sundays. Rink has been decorated and a professional has been engaged to conduct beginners' classes several nights a week.

* * *

BOB MAJOR, with his Novachord music, recently started a two-week engagement in Studer's Rink, near, Dover, O. With Major are Emma Jean and Bobbie, vocalists.

* * *

A PERMIT was granted to William Senain and Stanley Burck, Springfield, Mass., to erect a $25,000 roller-skating rink on Memorial Avenue in West Springfield by the board of selectmen on April 7. Selectmen's approval was needed for an amusement license which was necessary before a building permit could be obtained. There was no opposition to granting the permit. Building will be one and one-half stories high of cement block with a brick veneer front of 80 feet and depth of 200 feet. Special girders will practically eliminate all noise, applicants stated.

* * *

ED SLIWA, former Madison Garden Rink (Chicago) employee, now with the U. S. Army, is home on a 15-day furlough.

* * *

E. K. BARTLETT, owner of Skateland Rink, Aurora, Ill., is back from a visit to New York.

* * *

AL PORTER, operator of Federal Roller Rink, Camden, N. J., has been called to military service.

* * *

DEATH of Joseph Henry Barnes, well-known rink operator in the Philadelphia area, on April 3, in Miami followed a three-month sojourn there to recuperate from an illness. Details in the Final Curtain in this issue.

* * *

PULLAM'S ROLLER RINK is being rushed to completion by Bill Pullman, former owner of Pullman's Roller Rink in Fort Worth. Situated at Cadiz and Industrial Boulevard, the new rollerdrome is midway between Oak Cliff and downtown Dallas.

The new rink is of frame construction and will be equipped with electric organ, women's lounge and lunch room. Building, 96 by 200 feet, will have a skating floor 80 by 200 feet. An elaborate opening is planned for April 25.

This rink will be the third new rink for Dallas this year. Sherman Johnston, former manager of Fair Park Roller Rink, has one under construction, and Samuel Burk, owner of the old Fair Park rink which burned on March 5, is building a new rink on the fairgrounds.

FOR SALE

New Tent made special for Roller Skating. Cost $2200.00. Make an offer. Perfect for floor, 50'x120'. 7 ft. Sidewall. Eight months old.

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WANTED TO RENT

Roller Rink near large or medium size city in Northern States preferred. Write full information to

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10313 Shale Ave. CLEVELAND, OHIO

GOOD USED SKATING RINK TENT AND POLES

50'x110', or complete outfit. Will sell cheap.

COASTAL SKATING RINK

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FOR SALE

THE DANCE SKATING RINK

World's Largest Open-Air Rink. Operates year around. Well equipped. Electric organ, lighted with neon. Starting fourth year of operation.

ED O. HOLBROOK (Owner), Dixon, Ill.

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Claude Ellis's

The Editor's Desk

CINCINNATI

TOPS are in the air again, trucks and wagons are on the lots and midways have started the grind of a momentous season. The time for those troupers who are not in armed service to prove their loyalty is here. Because of the scarcity of labor, the showmanship of old has a chance to stage a comeback. Many contracts will read as usual, "Party of the second part agrees to make himself (herself) generally useful" or "agrees to work in any department under jurisdiction of the management." But real troupers will be called upon to do many things that may not be in a contract. Loyalty this season will not be confined to any one manager or company, but it will be applied to the profession and industry as a whole. "The show must go on." To propound the morale values of outdoor show business is superfluous. There will be no need in later years to revive the biz, because it is not going to pass out. So let's forget "It's not in the contract" and carry on!

●

CIRCUS troupers before World War I will remember Gabe Boone. He was a red-wagon windjammer of the early 1900s and had been retired 10 years when the war broke out. An old man who loved the game, when his profession needed him he responded. Gabe opened in the spring with a circus that played Cincinnati on the Cumminsville lot, about six miles out. It was a cold, cloudy day when Boone was boosted up onto the tableau bandwagon to make a 12-mile parade. Cold rain and sleet set in before the procession arrived downtown. Wearing drivers' capes, the musicians shivered and blew galops while the wagon rumbled over cobblestones and skidded over streetcar tracks. On another tableau behind rode three annex girls clad in the wardrobe of the day and huddled under capes which drivers had donated, while the drivers braved the elements. Weakly weird notes came from a flageolet. The drummer on that wagon was merely making a noise on a wet pigskin head. Upon the return to the lot two men assisted Gabe, chilled to the marrow, to the ground and the old-timer danced about to get warm. "How did you make it, Boone?" asked another trouper. "Oh, it was great!" he replied. "But I blew out my last front tooth and cracked my lip." This season will call for more Gabe Boones and more annex girls of earlier days.

●

THOSE who seem to long for "the good old days" would raise hell if they had to open with gasoline torches again.

●

CONSIDERABLE change has already been wrought by the war in the pattern of entertainment and recreation in this country, according to a study of the "Amusement Industry in Wartime," in *The Index*, published by the New York Trust Company, in which amusements, sports and recreation during wartime are viewed as a "morale influence of primary value." Altho the findings are based on conditions in the sports and film fields more than in outdoor professional amusements, the report concludes, in part, that: "Entertainment is a fundamental need in war, both for the armed forces and for the civilian population, particularly when production of material is so vital to the outcome of the struggle. . . . One favorable factor for the industry in general is the increased pay rolls in many communities as a result of the war. With production of some communities curtailed because of priorities, it seems probable that a relatively large part of earnings of workers in war industries, after ordinary needs, taxes, War Savings Bonds and patriotic donations have been satisfied, will be spent for some form of entertainment. Curtailment of production, on the other hand, will have a counter-balancing effect upon other types of recreation and amusement. Possible effects of the extent and frequency of blackouts, length of the war and similar factors cannot now be foreseen, but it is already apparent that the pattern of amusement and recreation in this country at the end of the war will be different in many respects from what it is today."

●

SHOWMEN really are not a beefing lot. They'll go thru weeks of rain without a murmur. Cookhouse can be down to potluck, with only beans, and they'll laugh. Midway can be short-handed, with everyone doing two men's work, and they'll like it. Bloomer after bloomer can be played and they'll fatten on them. But if the lights go out on Monday night—they are ready to kill the show electrician.

●

CURRENT issue of *The Billboard* is always on the desk of Robert C. Zimmerman, CPA, who has been recalled to service from the Wisconsin secretary of state's office in Madison. He is now in the public relations office at Fort Sheridan, Ill., and, as amusement editor of the post's weekly, *The Sheridan*, he covers all singers, shows, orchestras and the like that come to the post. . . . The show office that wants a young man that it can "break in as a press agent" usually knows nothing about press work. . . . Once they get what they want, reveals a trainer, monkeys soon cease to care for it. Such is aping! . . . Lecture too often given in side shows: "Pictures are 10 cents." . . . References to cookhouse hot cakes as rubber will now be considered unpatriotic and indicative of holding out. . . . A circus advertised in a country paper for help, adding, "Pleasant surroundings. This is a family show." Two local applicants were hired and when the show was ready to move they arrived with two pushcarts loaded with household goods, their wives and six kids. . . . With Tom, Dick and Harry in the army there are fewer "So-and-So, come home" ads. . . . "When the show moves I'll move with it," says the independent showman. . . . Seeing a manager atop the Ferris Wheel scanning the heavens to right and left, a visitor asked the general agent if he was an air-raid warden watching for planes. "Naw," replied the g. a., "he's looking to see if any opposition is close."

●

ALSO good for a laugh is hearing a show blacksmith refer to the village blacksmith as a "chump."

Leonard Traube's

Out in the Open

NEW YORK

Circus in the Snow

AS THIS deathless prose is being put onto copy paper, thence by plane to the Queen City and the roaring presses, the snow is flying and Ringling-Barnum is girding its loins and lions for the 1942 premiere in Madison Square Garden. Not in our memory of official coverage of the biggest of the tops has nature been so treacherous and unsentimental toward The Greatest Show on Earth. Yet the snow, dying gasp of a winter which came back freakily for a final fling, is a reminder, strangely enough, that spring is really here. It must be so because Easter Sunday is past and this is mid-April.

Our official memories of the Big Show don't go back very far, just a dozen seasons, but in our first *Open* column of that year of '31, after the big trick had opened, we listed such circusites as John Ringling, Charlie Kannely, Alfredo Codona, Clyde Ingalls, Ollie Webb . . . they are all dead, thus creating an illusion of time that is greater than has actually elapsed. It was also related that Fred Bradna, veteran equestrian master, was nursing a rheumatic leg. Well, the saucy Alsatian is still nursing the same, a habit that seems to rejuvenate him. We said that Mrs. Bradna must serve as the inspiration for his in-de-fat-i-ga-bil-ity, a long word for tireless energy. That could be. Mrs. B is a tour de force trouper, fancy for just plain terrific. Clyde Beatty was the featured attraction, and he has gone on to even greater glory. Merle Evans was around with the bounding baton, and he's still around, better than ever, competing with Igor Stravinsky, John Murray Anderson, George Balanchine, Norman Bel Geddes and other bright lads of the arts that may be higher than circus if you feel so inclined.

• • •

A LOT of aqua pura has passed under the trestle since '31, but not so much at that. After all, World War II in its Pacific (there's a word!) phase practically got its start that year when the Japs muscled in on Manchuria—or are we an incompetent historian? The world map has been altered to pieces since then, but in a peace-loving nation we can point to the great changes which have been wrought in the circus by the North Brothers and whether we like the changes or whether we don't (and it so happens this corner does), we still go about our business without fear that someone is listening in, ready to turn us over to the Gestapo or be tossed into a concentration camp.

This democracy we call America is sure queer—and how! While the greatest of wars rages thruout earth, the greatest entertainment of its kind on the same earth opens in an historic arena in spring while the snow flies. What a country! What a circus! So buy those War Saving Bonds, contribute to the Red Cross, Navy Relief, Army Relief, USO and all the rest. And make sure that we can still say What a country! and What a circus!

• • •

DRIBBLES. . . . Aside to Eddie Mack, Lodi, Calif., formerly of Hollywood Drivers; Jimmie Lynch Death Dodgers will show this season, positively. . . . Eugene J. Murphy's latest is a defense expo in Ardmore, Pa. . . . Ralph Gram, one-time Ringling announcer but of late years a radio-writing exec, left for his farm in the fruit belt near Rochester, N. Y., accompanied by the singing spouse, Margolita. As a combo they recently concluded a year's run at a Rochester emporium. He wrote the scripts and she did them on the airlanes. . . . There's nothing bush league about Lewis Bros.' Circus, but how come radio's NBC refers to it as "the largest tented theater touring the United States"? Could it be a p. a. with his eyes on the catcher? . . . Bob Burch, ballyhooist, is working at Seaside Park, Virginia Beach, as ballroom chief. . . . Venerable Charlie Hunt, the golden jubilee circuser, rushed into the office with a copy of *White Tops* which had his picture on the front cover, where it should be. The Circus Fans will meet in Trenton this year in connection with Hunt's Circus, opening on April 27.

Nat Green's

The Crossroads

CHICAGO

BROWSING around the old Mugivan-Bowers-Ballard winter quarters at Peru, Ind., recently we came across the famous Five Graces wagon, a relic of opulent circus days when gold leaf was used lavishly on parade wagons. The Five Graces, as well known in its day as the Hemisphere wagon which now reposes in a building on Iowa State Fair grounds, Des Moines, will soon be a thing of the past unless the Circus Fans or some kindred organization comes to the front and takes it over. While it is in poor repair, it could be restored and preserved as one of the finest examples of circus wagon art. Doubtless the North boys would be glad to turn it over to an organization that would assure its proper preservation. Who will start the ball rolling?

Another interesting discovery at the quarters was an old Mills Dewey coin machine that at one time reposed in the pie-car of the Sells-Floto Circus and without doubt garnered many shekels for the car. It is from the "gingerbread" era when cabinets were covered with ornate carvings and dainty filigree work. Its innards apparently are still in excellent working order, as the insertion of a coin and a pull of the lever started the reels to spinning merrily.

●

Irving C. Ray, former carnival man now in the army at Fort Sheridan, is now wearing three sleeve stripes, having been raised from private first class to sergeant. . . . Tex Sherman came in from Miami last week for his first visit to Chi in a couple of years. He headed east for the big town after a *few days'* stay in the Windy City. . . . Local radio stations have discovered that there are some colorful characters in outdoor show biz and they like to get 'em on the interview programs. Right now one such program is looking for an old-time pitchman who can sling the lingo of the tripes and keister. . . . The government has been looking at a couple of Chicago auditoriums with a view to taking them over for storage of war materials. . . . Drop a note to Jean DeKreko, veteran showman, who is in a hospital at Waverly Hill, Ky. . . . Jack Duffield off on a jaunt to New York and Washington. . . . That's a swell new stone residence Charlie Ed Ballard has built near Peru, Ind. . . . Sunny Bernet and his boss, Phil Shepard, in New York for the Ringling opening. . . . Birthday greetings to Orrin Davenport, whose natal day is April 18. . . . Jack Burnett, Chi Stadium p. a., had a couple of news photogs at Peru, Ind., shooting pix of the Terrell and Dolly Jacobs animal acts at their Easter show.

●

That booming voice and the astonishing alliterative string of superlatives heard toward the end of the Frank Crumit-Julia Sanderson Molle program last Tuesday (7) night emanated from P. Beverley Kelley, lean, lanky and laconic radio man of the Ringling show, telling the folks that the teams for this week's Molle quiz will be freaks from the RB Side Show. Wonder if the man who eats 'em alive will be on the program! If he is, here's a query he should be able to answer: If "gloaming" is the early evening, what is "glomming?"

●

NAVY Pier, usually the site of an annual sports show, is now occupied by Uncle Sam's Blue Jackets. A carnival man who had heard the show was on found himself confronted by armed guards when he walked up to the entrance. "That's the first time I ever saw a ticket taker with a bayonet," he cracked. . . . That was Max Goodman shivering along Randolph Street. The balmy weather at Little Rock fooled him and he came to Chi without an overcoat. . . . J. P. (Jim) Malone, secretary of Dodge County Fair, Beaver Dam, Wis., in town lining up the show for his early season annual. . . . That Gene Autry lake front show didn't jell and appears to be definitely off. . . . Elmer I. Brown has been in Chi so long now he's virtually become a native. . . . J. C. (Tommy) Thomas, of the Johnny J. Jones Exposition, was busily engaged in missionary work around Chi last week. . . . Willy Necker's trained Dobermann-Pinschers, Tiger and Pal, got a lot of attention from the dailies last week when they demonstrated how they have been trained to guard war production plants from saboteurs. Chi *Tribune* carried an eight-column strip of pictures and a half-column story, which won't do Necker any harm when he's booking his exhibition dogs.

POOL WHIRL

(Continued from page 41)

do not have uniforms is that their staff members refuse to wear them. They say it's too hot to wear uniforms in the summer and hence they let the boys walk around in their old pants and shirt-sleeves. Wouldn't it be more sensible to provide each one with some kind of uniformed cap and regulation cool blouse? The additional expense will be repaid in happy and contented customers who appreciate such courtesies.

Dots and Dashes

Park and pool men will be sorry to learn that Alvin (Shipwreck) Kelly, of flagpole-sitting fame, who has appeared at many aquatic spots, is very ill at the Englewood (N. J.) Hospital. Drop him a line. . . . John Kelly's Physical Fitness Program, formerly under supervision of Office of Civilian Defense, is now operating under Paul McNutt's Defense, Health and Welfare Services. . . . A nationwide swim program is planned for this summer. . . . Is Olive Hatch, the big-time water ballet producer, still in Hollywood? The column would appreciate learning her whereabouts.

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NEW NECKLACES — FAST SELLER. ORDER from manufacturer. Send 25c for sample and wholesale prices. SHU-CO PRODUCTS CO., Black Mountain, N. C.

SELL IMPROVED, ORIGINAL; 9x11 BLUE Signs. Religious and Changeables; cost 3c, retail 25c. Write now. KOEHLERS, 335 Goetz, St. Louis, Mo. ap25x

SELL LUMINOUS PAINT — SHINES IN THE dark. Sample, instructions, 25 cents. MOHR PAINTS, Box 652, Rockingham, N. C.

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SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Tags, Pricing Sets. Experience unnecessary. 40% commission. Free deals. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. 54, Chicago. x

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FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 31) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

FOR SALE — EDGEWATER PARK, 6 MILES from Columbus on U. S. 33. Water frontage; 15 A. wooded land. One open and one closed dance floor. Store room and several concessions. A fine opportunity for experienced man. C. E. CERLING, Canal Winchester, Ohio. x

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BOOKS, PHOTOS, NOVELTIES — SAMPLES, $1.00; mammoth assortment, $2.00; lists, 10c. New Cartoon Books, $1.00 dozen. BONAGURA, 545 Bushwick, Brooklyn, N. Y. my2x

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MISCELLANEOUS

CLOSE OUT — PENNY PICTURE MACHINES, including over three hundred beautifully colored Comedies and Views, $17.50 each; regular price, $33.00. ⅓ deposit. BOX 333, Billboard, 1564 Broadway, New York.

PRINTING

SONGS PRINTED, AUTOGRAPHED — 1c COPY, Lead Sheets, 200, $2.70; 2½c Piano Arrangements, 200, $6.25; 2 Songs Vocalized, 10 inch record, $5.00. URAB, 245 W. 34th, New York.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE
Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A PHONOGRAPH VALUE — 6 ROCK-OLA Counters (rv., complete Stands, $95.00; Twin Rock-Olas in wooden cabinet, ready for boxes, $150.00; Do Re Mi, perfect, $35.00; Seeburg 12, $52.00. 25% with order. BONGIORNO, 317 Washington, Lynn, Mass.

AA VALUES IN REBUILT 5c SELECTIVE Candy Bar Vending Machines. Also 1c Candy, Gum and Peanut Venders. Write ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill. x

ABOUT 150 VENDEX, SEL-MOR, PEANUT Venders, $2.00; Hershey 1c, 5c Candy Bar; Hot Popcorn Venders; Razor Blade Venders, $1.50. NORTHSIDE CO., Indianola, Iowa. ap18

ALL KINDS OF VENDING GUMS — BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-my9x

ATTENTION, MILLS PHONOGRAPH OPERATORS — New late type Packard Adapters, $49.50. Can also furnish new Packard Wall Boxes and Cable with Adapters. PLAYMORE DISTRIBUTING COMPANY, 424 N. Meridian St., Indianapolis, Ind. ap25

BARGAINS — COUNTER GAMES, PIN TABLE, Slots, Consoles; 100 Jackpot Bells, $19.50 each, lots ten; sample $22.50. COLEMAN NOVELTY, Rockford, Ill.

COIN OPERATED POOL TABLES MAKE MORE money. All sizes, easy terms. Want Bowling Balls, Pins, Baseball games; Western Scientific Drivemobiles. MASSENGILLS, Kinston, N. C. ap18

FOR SALE — 3 BALLY HIGH HAND FREE Play Convertible, $159.50; 3 Bally Big Top Free Play Consoles, $99.50; 2 Mills Jumbo Parades, cash pay, $149.50; 2 Bakers Big Time, $29.50; 1 Formation, $29.50; 1 Duplex, $29.50; 1 Genco Ten Spot, $39.50; 1 Bally Play Ball, $39.50; 1 late Mills 1-2-3, $59.50; 1 Wurlitzer 616 with Seeburg Amplifier and three Wall Boxes, $112.50; 5 five-cent Blue Vest Pockets, $22.50; 15 Groetchen Wings and Pokereel, $6.95. Send ¼ deposit with order. FRANCO NOVELTY COMPANY, P. O. Box 927, Montgomery, Ala. x

FOR SALE — GOTTLIEB 3-WAY GRIPPERS, $14.00; Advance Bat-a-Perny, legal and tax free, $5.00. VARIETY VENDING, 4172 W. Montrose Ave., Chicago.

FOR SALE — BUCKLEY FACTORY REBUILT Treasure Island, $75.00; Evans Ten Strike, $82.50. Limited number. Write for complete list. BUCKLEY TRADING POST, 4227 W. Lake St., Chicago.

ONE CENT ARCADE MACHINES, $5.00 EACH; four Oracle Fortune, two A.B.T. Target Shooters, one Minature Baseball, one Daval Cigarette Fruit Reels. SALCO CO., 2640 Euclid Hights. Blvd., Cleveland, O.

SEEBURG WIRELESS WALL-O-MATICS — Original model. Eleven available at $12.50 each. All in working condition and clean in appearance. Three Seeburg Playboys, $35.00 each. KING PIN GAMES COMPANY, 826 Mills St., Kalamazoo, Mich. x

SEVERAL MUTOSCOPES AND MILLS DROP Picture, Exhibit and Advance Peet Card Machines, A.B.T. Pistol Targets and Pistol Gun Targets. 445 E. 87th Place, Chicago.

SLOT BARGAINS — FIVE MILLS EXTRAORdinary, 5c play, serials over 360,000, complete with stand, $65.00 each; Mills Futurity, 10c play, serial over 390,000, like new, $85.00; two Mills Blue Fronts, 5c play, $59.50 each; Mills War Eagle, 5c play, $39.50; Caille 5c play, red finish, like new, $39.50. One-third deposit, balance C. O. D. HARDEN SUPPLY COMPANY, Sioux City, Ia. x

"SPECIAL" — 100 1c 5-COLUMN VARIETY Shops, with stands, latest model, $17.50; 10 1c Nernis Targets, $10.95; 50 1c Detector Snacks, like new, $6.50; 50 1c Imps, $6.50. Wanted: Counter Games. CAMEO VENDING SERVICE, 432 W. 42d, New York.

WANT ASSORTED USED ABT GAMES — Bingos, Challengers, etc. State quantity, condition and price in first letter. MITCHELL, 1141 DeKalb Ave., Brooklyn, N. Y. x

WANT — PIN BALL MACHINES TO OPERATE on profit sharing basis. References. DIXIE SALES CO., P. O. Box 330, Kissimmee, Fla.

WANTED TO TRADE—TWO THOUSAND Free Play Pin Games for Phonographs, Slot Machines, Used Records, Consoles, Guns and Arcade Equipment. See our display ad in Amusement Machines Section. NORTHWESTERN MUSIC COMPANY, Sterling, Ill., or MISSISSIPPI VENDING COMPANY, Philadelphia, Miss. my2

WANTED TO BUY — BUCKLEY TRACK ODDS. Any number. Send full information in your first letter. UNITED NOVELTY CO., Delaney and Division Sts., Biloxi, Miss. ap25x

WANTED TO BUY — ARCADE MACHINES, all types. A B T Targets, Kicker and Catcher. Send list with prices wanted. BUCKLEY TRADING POST, 4227 W. Lake St., Chicago.

WE BUY AND SELL PIN GAMES, ARCADE Equipment, Guns, etc. Square deals since 1912. MIKE MUNVES, 593 10th Ave., New York City. ttn

WE BUY, SELL AND EXCHANGE PIN TABLES, Consoles, Phonographs, Arcade Equipment, Guns, etc. OPERATORS' EXCHANGE, 621 Van Ness, San Francisco, Calif. ap25

1 SEEBURG K20 WITH TRANSMITTER AND Receiver; 8 Wallomatics, 5c 1941 Boxes; 1 Speakorgan, 2 Bar Brackets. All for only $375.00. One-half deposit. ABBY MARKS, 6614 Myrtle Ave., Glendale, L. I., N. Y. x

22 VIBRO-MACHINES (FOOT MASSAGE), 1c. Big hit at World's Fair. Single. DAVIDSON TRADING, 300 Fourth Ave., New York.

25 GOTTLIEB TRIPLE LONG BASE GRIPPERS, $12.50. Guaranteed good operating condition. Send ½ deposit, balance C. O. D. M. BRODIE COMPANY, 3311 Ross, Dallas, Tex. ap18x

25 ABT TARGET SKILLS — LATEST MODEL F, used less than sixty days, $32.50 each; original crates. C. B. BRADY & CO., Durham, N. C.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — TWELVE Quart Popping Kettles, new, $14.50; All Electric Popper, like new, cost $1000.00; sacrifice $75.00. CARMEL CORN EQUIPMENT, 122 S. Halsted, Chicago.

ALUMINUM HEAVY GEARED LEAKPROOF, Twelve-Quart Popping Kettles, $15.00; Eight-Quart, $7.50; Portable Gasoline Poppers, All-Electrics, Burners, Tanks, Repairs. NORTHSIDE CO., Indianola, Iowa. my30x

BURN 'EM UP BARNS, SERIAL, 35MM., $75.00, Westerns, $15.00. All finest condition. Latest Ball Bearing Positive Paper Roll Camera for 2x3 inch photos, with F.29 Anastigmatic Lens, new, a beauty, $90.00. W. TARKINGTON, Colden, Okla.

CHEVROLET LIVING (BUS) TRUCK IN TWO Compartments. Rear end for baggage. TAN ARAKI, 4034 Dyre Ave., Bronx, New York.

CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, Repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa. ma30x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 31 for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

POPCORN CRISPETTE MACHINE, CARAMEL Outfit, Wet and Dry Poppers, Potato Chip Machine. LONG EAKINS, 1976 High St., Springfield, O. my9x

PORTABLE RINK — 135x50, NEW CANVAS last season. Unable to take it out due to health. A money maker to right party. $2,500.00 cash. WHEELING ROLLER RINK, Wheeling, W. Va. ap18

RINK TENT — 40x96, COMPLETE, MOSS, 916 Wolfe, Little Rock, Ark. x

FOR SALE—SECOND-HAND SHOW PROPERTY

A REAL BARGAIN — CHAIR-O-PLANE, 16 passenger adult, mechanically perfect with Fence, Ticket Box, Light Stringer, Rigging, etc. Ride is complete and ready to run. The first $150.00 cash will take it. Now stored at Sunbury, Pa. Better act fast. Address R. M. FLEMING, 618 Elizabeth Ave., Elizabeth, N. J. x

ELI NO. 5 WHEEL, M.G.R., LOOP, SMITH-Smith, Mixup, Allan Herschell Auto Race, four Tops, Banners, Cabin, Transformers, six Trucks, four Trailers, good rubber. Everything first class, painted. Ten fairs booked. All for $5,500.00 cash. BOX ST.L.-13, care Billboard, St. Louis, Mo.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 31 for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

FOR SALE — THE SLAYTON DISASTER CARS and Display Truck at a bargain price. A money maker. ELTING AND GEHL, Fulda, Minn. ap18

FOR SALE — COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago. my9x

NEW LAUGHING MIRRORS — GREATLY REduced prices. For parks, carnivals, fairs, festivals, celebrations and all large gatherings. C. J. MURPHY, Elyria, O. ap18x

PROJECTOR WANTED — 16MM. B&H SOUND and 35MM. Holmes Educator. Cash ready. Write for free bargain late film list. BOX 422, Cincinnati, O.

SALE OR TRADE — CIRCUS CALLIOPE, Blues, Light Plant, P. A. System, Truck Bodies, Canvas, etc. BOB TABER, 3666 Corner Ave., Riverside, Calif.

TILT-A-WHIRL, FERRIS WHEEL, 36-FT. Merry-Go-Round, Light Plant, Trucks, Semis, good rubber; Tops, Fronts. Iowa, Missouri, Arkansas fair contracts. BOX C-369, Billboard, Cincinnati.

WAX MUSEUM OF ANATOMY SHOW — COMplete, ready for road. Sacrifice to first cash offer. H. STEINBERG, 1342 E. 18th St., Brooklyn, N. Y.

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR BIG NEW MARFUL DIRECT-POSITIVE Catalog! Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Sure fire sale and profit makers. Send for the catalog today. MARKS & FULLER, INC., Dept. BB1, Rochester, N. Y. ap25x

DEAL WITH ORIGINATOR — FORMER CARnival Roadman. Leatherette Folders for 1½x2. Price with free sample. G. GAMEISER, 146 Park Row, New York. ap25

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. ap25x

DIRECT POSITIVE SUPPLIES AND EQUIPment—Lowest wholesale prices. Complete line. Backgrounds. Shutter repairs. Free catalog. HANLEY'S PHOTO CO., 1207 Holmes St., Kansas City, Mo. ap18x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 31 for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

PHOTO LEATHERETTE CASES DIRECT FROM the factory. Prices on request. Send for catalogue. F. BONOMO, 206 Melrose St., Brooklyn, N. Y. my9x

PHOTO MACHINES — MOST COMPLETE LINE of Professional Direct Positive Equipment in America. Write for information on Single, Double and Full-Figure Models, Enlargers and Visualizers. A-SMILE A-MINUTE PHOTO CO., Salina, Kan. ap18x

SURE SALES WITH THE VICTORY PHOTO Frame — Operators going to town. Increases enlargements sales. Send fifty cents for sample and price. VICTORY FRAME CO., 35 Allendale Road, Binghamton, N. Y. x

ACTS, SONGS & PARODIES

MELODIES WRITTEN TO EXCEPTIONAL Lyrics—Royalty basis. Good publisher connections. Wonderful opportunity. AL SANDERS, 1261 N. La Salle St., Chicago, Ill.

COSTUMES, UNIFORMS, WARDROBES

A BARGAIN — CLEARING COSTUMES, EVEning Gowns, Chorus Sets, etc. C. CONLEY, 310 W. 47th St., New York City.

COSTUMES — CHORUS, BURLESQUE, STRIP, Orchestra, Band, 50c up. Send dime for catalog. STUDIO, 6017 Hollywood, Hollywood, Calif.

REAL BARGAIN — BEAUTIFUL SPANISH Shawl, price $50.00. Call or write J. ALONZO, 241 E. 59th St., New York.

15 GOLD BLACK CAPES, CAPS, $30.00; Velvet Curtain, maroon, 13x25, $30.00; Bally Capes, $2.00. Minstrels, Clowns. WALLACE, 2416 N. Halsted, Chicago.

34 COMPLETE BAND UNIFORMS — MAROON colored coat, black belt, blue trousers trimmed in gold; full Legion military emblems. A-1 shape. Sell part or whole. Full particulars. R. M. SPANGLER, Hummels Wharf, Pa.

Copyrighted material

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. ap18

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. ap25x

ATTRACTIVE 216-PAGE ILLUSTRATED PROfessional Magic Catalogue of Tricks, Books, Supplies, etc., 25c. KANTER'S (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa. ap25

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. my9x

SAMPLES 40 DIFFERENT LATEST TRICKS, Jokes and Novelties, $1.00 postpaid. Wholesale catalog 10c. (Magic for Pitchmen). ARLANE, 4462 Germantown, Philadelphia.

ANIMALS, BIRDS, REPTILES

AGOUTIS, PACAS, KINKAJOUS, WILD BOARS, Coatimundis, Monkeys, Lion Cubs, Snake Dens, Reptiles, Birds for show folks. SNAKE KING, Brownsville, Texas. my2x

ANIMALS, BIRDS, REPTILES — ALWAYS IN stock. Write for our large free 24-page Catalogue. MEEMS BROS. & WARD, Oceanside, N. Y.

BEAR CUBS — SMALL AND TAME, READY for immediate shipment. Canada's largest exporters of Bears. RELIABLE BIRD COMPANY, Winnipeg, Canada. my9x

ALLIGATORS, TURTLES, SNAKE DENS READY for shipment to shows. Write for special offer list. ROSS ALLEN, Ocala, Fla. ap18x

WAR IS FORCING US OUT OF BUSINESS—All our stock for sale. Large collection of Monkeys, Baboons, Bears, Alligators, Porcupine, Kangaroo, Deer, Cassowary; lots of other Animals and Birds. NORTH MIAMI ZOO, North Miami, Fla. ap18x

LOCATIONS WANTED

SPOT FOR STEAM MINIATURE TRAIN — Park, vacant lot in city near Boston. F. LE CLAIR, Wilson St., Keene, N. H. ap25

PARTNERS WANTED

WILL CONSIDER MAN WITH CAPITAL FOR 50% partnership in theatre located in Ohio; fully equipped. Address BOX C-366, Billboard, Cincinnati.

HELP WANTED

DANCE DRUMMER FOR SOLID DAY JOB — Play on side. State all, photo. Other side men write. Strictly "Joes," lay off. L. L. ZIMMERMAN, Box 415, Wheelwright, Ky. ap25

EXPERIENCED MECHANIC ON PIN GAMES and Rayolite Machines. Good opportunity, large Virginia operator. Give references, draft status. BOX C-379, Billboard, Cincinnati.

FOUR, FIVE OR SIX GIRL LINE FOR YEAR around club. Also Novelty and Specialty Acts. Good salary. Long engagement. OASIS CLUB, Box 783, West Palm Beach, Fla.

MUSICIANS — OPENINGS IN PROMINENT Midwestern band. Long, steady location engagement. Please write fully. Piano, Drums, Lead Tenor especially wanted. ORCHESTRA LEADER, Box 1001, Albuquerque, N. M.

RIDE HELP OPERATORS AND SECOND MEN for standard rides; also Truck Drivers and Canvas Men. SUNBURST EXPOSITION, Vernon, N. Y.

STRIP DANCERS AND ALL TYPE OF ACTS, contact us. Long engagement. RANCH CLUB, 4107 Old Spanish Trail, Houston, Tex. Phone H-0543. ap25x

WANTED IMMEDIATELY — PIANO, ALTO Sax, Trombone. All musicians, write. Top Middle West territory band. ORCHESTRA LEADER, 520 S. Fiftieth Ave., Omaha, Neb. ap18

WANTED — ELI WHEEL OPERATOR WHO can drive semi truck. Also want Chairplane Man by the first of May. Address DAVID or (DAD) CHRIST, Springville, N. Y. ap18

WANTED — GIRL SINGING PIANIST FOR cocktail lounge in Central Florida. Must play Solovox with Piano. Specialize in requests. If satisfactory, engagements for three months. State lowest salary acceptable in your reply. BOX C-378, care The Billboard, Cincinnati, O.

WANTED — CHARACTER MAN DOING SPEcialties. Rehearsals April 20. MADGE KINSEY PLAYERS, Fostoria, O.

WANTED AT ONCE — MALE AND FEMALE for established Indian Clubs Juggling Act. Write, giving age, height and experience. JAMES LODI, The Billboard, 1564 Broadway, New York.

WANTED TO BUY

PORTABLE RINK FLOOR — 40x100 OR 50x120. Also want House Trailer and Skates. F. C. SHAFER, Washington, Ind.

SHOOTING GALLERIES — ALL TYPES. GUNS and Ammunition purchased. Highest prices paid. 'Phone Rector 2-0470. LANGHOLTZ, 305 Broadway, New York City.

SKATING RINK — A-1 CONDITION. GIVE full particulars and lowest cash price in first letter. ALBERT BARKER, 2850 Boyd, Indianapolis, Ind.

WANTED — EVANS OR DAILY, ANY COMbination, Double Disc Laydown Wheel. BOX 151, Ophiem, Ill.

WANTED TO PURCHASE OR RENT ROLLER Rink Top, 50'x134', in good condition. Give full details. JOHN H. STREVER, 203 S. Highland Ave., Aurora, Ill.

At Liberty Advertisements

5¢ a Word (First Line Large Light Capitals)
2¢ a Word (First Line Small Light Capitals)
1¢ a Word (Entire Ad Small Light Type)
Figure Total of Words at One Rate Only
MINIMUM 25¢ CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25¢ is necessary to cover this service.

Therefore when figuring the cost of publishing your advertisement kindly add 25¢ for the forwarding of replies.

AT LIBERTY ACROBATS

BAR PERFORMERS — AERIAL OR GROUND Bars. LOUIS OCZVIRK, Billboard, Ashland Bldg., Chicago, Ill.

AT LIBERTY BANDS AND ORCHESTRAS

FOUR PIECE HOTEL ORCHESTRA — CONCERT and dance music. Ideal for dining room. Write BOX C-381, care The Billboard, Cincinnati, O.

TEN PIECE COLLEGE BAND WANTS SUMMER location. Union, all draft exempt. Play modern style of sweet and swing music. Nice appearance and showmanship. Must have decent job and pay. Panics need not answer. BOX C-383, The Billboard, Cincinnati, O.

YOUNG 7 PIECE BAND — NEWLY ORGANized, non-union. Would like small resort location in Ohio or nearby for the summer. All but one man draft exempt. Have two Sax, two Trumpets, Trombone, Piano, Drums. Can send home recordings to interested parties. Send best offer or inquiries to BOX 376, Bellville, O.

Attention — America's most unique Dance Orchestra. Don Shaw's Tromboneers, fully described in April 4 issue, will now be available no earlier than June 1, 1942. Featuring three Trombones, Trumpet, Piano, Drums and Bass Fiddle. All members double on some other instruments. Plenty of vocals and novelties. Travel in 1942 Mercury station wagon. If interested contact now. Don Shaw, Huron, S. D.

Betty Lorne Line of Chorus Girls—All Girl Five Piece Orchestra with six girls doing specialties. Good wardrobe, advertising and photos. Go anywhere. Danny Hersey, 409 N. State St., Chicago, Ill. Delaware 7663.

AT LIBERTY CIRCUS AND CARNIVAL

JEAN NADJA AT LIBERTY FOR DOUBLE SEX Annex Attraction or single Girl Show. Photos on request. Reliable managers, answer. JEAN NADJA, 32 Allen St., New York City. ap25

At Liberty — Pit Attraction and Working Act. I also Bally. Post cards ignored. Write for details. T. S. Murray, R. R. 2, Springfield, O.

AT LIBERTY COLORED PEOPLE

HAMMOND ORGANIST — COLORED, AVAILable immediately. Eighteen years' experience concert, popular numbers. Prefer cocktail lounges, theatres, hotels. Specialize in dinner music. Good appearance, references. Contact ORGANIST, 405 Eagle St., Buffalo, N. Y. ap18

AT LIBERTY DRAMATIC ARTISTS

General Business Character Team—Good appearance, ability, experience. Specialties. Ages forty and thirty-six. L. Louis, General Delivery, Joliet, Ill.

AT LIBERTY MUSICIANS

BAND DIRECTOR — EXperienced and competent. Municipal, civic or industrial. Large library. G. H. LOCKWOOD, 1005 West St., Utica, N. Y. ap25

TRUMPET — AGE 19, sober, union. Good tone, range; excellent reader. Write, wire BOB GUERNSEY, 617 Oak St., Union City, Ind.

A-1 TRUMPETER WISHES TO LOCATE IN town where there is municipal or industrial band and can obtain other employment. WILLIAM BROOKS, 831 Union St., Hudson, N. Y.

A-1 ALTO SAX OR TENOR, CLARINET, FLUTE—Good reader, reliable. Dance band, concert, radio experience. Union. Hotel summer resort or stage band presentation. BOX C-384, Billboard, Cincinnati.

AT LIBERTY — ALTO SAX AND CLARINET. Tone, read, ad lib. Young, go anywhere. BOX C-382, Billboard, Cincinnati.

AT LIBERTY — DRUMMER, ALL ESSENTIALS. R. CAMPBELL, 464 St. John St., Elgin, Ill.

BROTHERS — TRUMPET MAN AND ALTO-Tenor-Clarinet Man. Plenty experience, young, neat, reliable. Prefer summer location with large college band. MUSICIANS, 312 Ames St., Grand Rapids, Mich.

FINE TROMBONIST — AVAILABLE IMMEDIately. Five years' road band experience. Fine tone, complete range, sight read, take-off. Acquainted with all types of music. Age 22, draft exempt, sober and reliable. Union and single, free to travel. Satisfaction guaranteed. Write or wire P. M. SEITZINGER, 239 Elm Ave., Hershey, Pa.

GUITARIST — SPANISH, ELECTRIC; VOCAList. Knows all tunes. Work trio or band. Prefer small combo location. Assure satisfaction. 1422 9th Ave., Phenix, Ala. ap25

ORGAN AND DRUM COMBO — YOUNG MEN with tops in roller skating music. Working. Own equipment and effects. Popular, figure and modern dance step rhythms. Fully experienced. Available June 1 for three months. Sober, single. References, photos on request. All in first. Own trailer. RALPH C. YALE, Burrell Apts., No. 7, Little Falls, N. Y.

SIX STRING GUITAR MAN — WELL EXperienced with radio and dance work. Solid rhythm, read, jam, fine instrument. Young, neat appearing, draft deferred, union, capable. Location preferred. Reply with all particulars; pay must be good. RUSS ADAMS, Painesdale, Mich.

STRING BASSIST, ARRANGER — UNION, EXperienced in all type combos. Cut shows. Good reader. Equally proficient with Pizzicato or Bow. College education, young, sober, reliable, draft exempt. Prefer location. Available immediately. All essentials. Double Piano and Spanish Guitar. WILLIAM LENZ, 2020 Main St., Jacksonville, Fla.

STRING BASS — DESIRE RESORT JOB. READ, fake. Exempt. Some Vocals. Reliable, sober. MONK MONINGER, 414 Auglaize St., Defiance, O.

TRUMPET — EXPERIENCED BAND, ORCHEStra. F. C. BELL, 806 Howard Ave., Altoona, Pa.

VIOLINIST, VIOLIST OF NAME DANCE BANDS, symphony, theatres, broadcasts, hotels. Young, good appearance, deferred. Sight read any arrangement. Travel. LEONARD, 81 Williamson Ave., Hillside, N. J. ap25

VIOLINIST DOUBLING CELLO AND SAX — Experienced pit, symphony, radio. Age 40, sober, reliable. Wife experienced Pianist. Have Solovox. Organist. KESHNER, 504 Perry, Vincennes, Ind.

Accordionist — Union, exempt, young, neat, reliable, personality, experienced all types. Working dinner dance at present. Desire change, preferably cocktail, but all offers will be given careful attention and answered. Musician, Room 420, Dunlap Hotel, Jacksonville, Ill.

Drummer — 19, draft exempt, union. Fine equipment. Reliable, experienced. Charles Austin, 820 Sheldon, Grand Rapids, Mich. ap18

Guitarist — Modern take-offs. Name band experience. Finest electric guitar. Draft exempt, clean habits. Consider all offers. Stacy McKee, 52 Southeast Ave., Bridgeton, N. J. ap25

Hammond Organist — With or without organ. Union, exceptional ability, good appearance, lots of experience, best of references. Prefer hotel, cocktail lounge or night club. Photo and references on request. All replies considered and answered. Jack Corey, West Branch, Mich. ap18

Hammond Organist of exceptional ability. Fifteen years' Organ experience. Large library late music; dance music of the finest rhythm. Sober, reliable, congenial, with all essentials for night club, hotel lounge, etc. Union. Closing Des Moines, Ia., April 25th. Wire or write fully. All answered. Box C-380, Billboard, Cincinnati.

Band-Name Leader with equipment would like contact with organized band whose leader may be called in draft. Must be good. Box 514, Billboard, Ashland Bldg., Chicago. ap25

T. Franklin — Dance Drummer. Union, age 26, 4F in draft. Play swing, commercial. Want location. Tux, modern ... outfit, photo. 9 Fuller St., Sullivan, Ill.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS— Parachute jumping. Modern equipment for fairs, parks, celebrations, any place, anytime. Always reliable. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind. ap18

FOR YOUR FREE ACTS — Contact BOB FISHER'S FEARLESS FLYERS. We pledge 25% for National Defense Bonds. Address Billboard, Cincinnati, O. my9

AMAZINGLY POPULAR HIGH ACT AVAILable for Parks, Fairs and Celebrations. High Pole, Trapeze and Thrilling Slide. Exclusive publicity stunts guarantee best possible crowds. Bonded appearance if desired. BOX C-359, The Billboard, Cincinnati, O. ap25

ANIMAL CIRCUS AVAILABLE FOR SUMMER Engagement — Ponies, Dogs, Goats, Monkey, Mule, three people. Fast, clean, half-hour show. CAPTAIN ANDERSON, 40 Gardner St., Allston, Mass. ap18

FOUR HIGH-CLASS ACTS—WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobatic Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. ap18

HIGH EDDIE — KING OF STILTWALKERS. For all occasions. EDDIE DOREY, care Billboard, St. Louis, Mo. my9

JAMES COGSWELL — STILT WALKER, UNCLE Sam, Clown Cop. For prices write 1433 Rose St., Lincoln, Neb. ap18

JULES JACOT'S MONARCHS OF THE JUNGLE —Working Lions, Bears, Tigers. Nevada, O. ap25

NOW BOOKING FOR SEASON 1942—HIGH Pole and Trapeze Act. DE POLO, 1810 Perkiomen Ave., Reading, Pa. May2

REAL FAST THRILLING HIGH-WIRE ACT — Book direct, save money. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. je20

STEVE FARKAS — STILT WALKER, FULL dress; Uncle Sam for fairs, celebrations, parades. Write Central City, Pa. my9

THE HOLLYWOOD DUO — PRESENTING TWO Clever Acts, Lady and Gent, Trapeze Novelty; second act, fast and funny Hoop and Club Juggling Presentation. BOX 333, Hollywood, Fla. my9

Aerial Gradnas—Standard attractions of merit. Fast Double trapeze. Comedy Breakaway Ladder. Flashy appearance, outstanding acts. Draft exempt. Literature, price on request. Address Billboard, Cincinnati, O. my30

Bickler's Animal Revue — Available immediately. Presenting Bear, Toy Dogs, Mask numbers. Best references, reasonable. Contact Bickler's Circus Revue, 35 Pleasant Ave., Hamburg, N. Y. ap18

Charles La Croix — Outstanding Trapeze, Platform Free Attraction. Available for outdoor fairs, celebrations. Also available for indoor events. Price reasonable. Address Charles La Croix, 1304 S. Anthony, Fort Wayne, Ind.

Daddington's Circus — Ten Dogs and Cats. Two distinct acts for fairs, night clubs, vaudeville. Go anywhere. A guaranteed attraction. Address: 1413 Euclid Ave., Philadelphia, Pa. ap25

B. R. Gray Attractions — Triple Bar, Swinging Ladder, Rolling Globe, Single Trapeze, Comedy Acrobats, Posing, Contortion. Can be booked separately. Rose and Kock Ave., Evansville, Ind. ap25

Four Acts—Muscle control and strong man act; 1,000-pound horse supported by a 150-pound man. Twice featured in "Believe It or Not." Expert rope spinning and wonderful educated horse act. Nine aerialistic and contortion act; very unusual. Leidal's Attractions, Elkhorn, Iowa.

Pamahasika's Famous American Bird, Dog, Monkey, Pony Society Circus. Featuring the Outstanding Tropical Acting Cockatoos and Military Macaws. Presented by the only and original Pamahasika himself. Address Geo. E. Roberts, Manager Circus Headquarters, 3504-6 N. 8th St., Philadelphia, Pa. Sagamore 5536.

Something New in a Free Act — Three People Magic Act, giving out a sleight of hand performance, ... Illusions for the first time possible on an open platform. Three entirely different 15-minute acts. A live girl suspended in mid-air, a small doll growing to become a beautiful living girl. Public address system. Complete description upon request. Prices right. Wire or write V-Roy, Bellamy, Ill. ap25

2 Platform Acts — Rolling Globe, Tight Wire. Will accept full salary in Defense Bonds. Write for prices and literature. The Three Christys, Keokuk, Iowa. je4

AT LIBERTY PIANO PLAYERS

PIANO MAN AVAILABLE immediately. 4-F classification. State all particulars in your first letter. JIM MARTIN, Box 146, Mishawaka, Ind. ap25

RAN BISHOP — PIANIST. Cocktail lounge, theatre, radio. Original piano styles. Large repertoire. All essentials, exploitation. Address BOX C-375, Billboard, Cincinnati.

CAPABLE PIANO MAN — SWING, SOCIETY or tenor style bands. Widely experienced, cut or else. Double Accordion and play Solovox. Please state your best in first. CARLTON REED, 681 W. Spring St., Lima, O.

PIANIST — LOCATION, HOTEL, ETC. CONcert and dance experience. Union. Reader. BOX C-381, care The Billboard, Cincinnati, O.

VERSATILE PIANO MAN — DO SWING OR show equally well. Modern. Prefer location. Age 33, no draft worries. Read or jam. ALBERT A. RUCKER, Rt. 1, Leesburg, Fla. my2

Experienced non-union Pianist for tavern, club or small show. No orchestra. All essentials. No wires. Harold Brazir, Marshall, Wis. ap25

Pianist — Experienced Accompanist, Soloist. Popular, classic, concert, dance, orchestras, alone. Trained musician. Single, go anywhere, draft exempt. Must be reliable. Raymond Demoney, Franklinville, N. Y. ap18

Pianist — Double Calliope, also Accordion. Would like join girl show, med, small tent show. State all. Draft exempt. Henry McKenney, East Taunton, Mass.

Pianist — Young, reliable, single. Read, takeoff. Go anywhere. Like location in Southwest. Union Musician, 223 N. Brown St., Jackson, Mich.

AT LIBERTY SINGERS

Young Male Vocalist—Baritone. Union. Prefers work with vaudeville or cocktail unit or dance band. Have 3 years' experience in cocktail lounge, radio and dance band work. Singing range is 2½ octaves and do all numbers in original key. Also can act. Well groomed and good personality. Don't drink or use weed. Photos and full details to responsible people. Box C-380, Billboard, Cincinnati.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY — FEATURE BLACKFACE COmedian; also do Kid, Rube or Jew. Change acts and specialties two weeks or more. Hold them, please them and bring them back. Med, vaude, tent or what have you. Your top my lowest. Tell all. "CORNFIELD" BILLY WILLIAMS, Apt. 3F, 601 W. 112th, New York City.

At Liberty for Medicine or Vaudeville Show—Blackface Comedian. Oldtimer, up in acts. Do some talking, singles. Good act and sole worker. Do not need ticket. Will join anywhere. Address J. G. Barton, Texarkana, Ark. ap18

Wee and Shy Little Mary and her new Brother Gramm at liberty. In pursuit of vaudeville with money. Ford House Car, 3301 S. Harvey, Oklahoma City, Okla.

At Liberty — Gay Ninety Revue Line of Chorus Girls, 6-Piece Victory Orchestra. Five specialties of novelty acts. Trio, doubles and singles. Managers of theatres, night clubs, parks and fairs and booking agencies, what can you offer? Write or wire immediately to Cliff Shaw, Producer Comedian, 409 N. State St., Chicago, Ill. Phone Delaware 7663.

Dalini — Magician and Sleight of Hand Artist; change seven nights. Wife Pianist, Chalk Artist, other acts. Also have 16mm. projector, 3 feature pictures and P. A. system. All or any part available. Anything reliable considered. Have own transportation. Address Dalini, Magician, Eagle Bend, Minn. ap25

Young Experienced Man for radio, school, theater, night clubs, rep, med, tent theatre, vaudeville shows. Bands and orchestras. I play the Guitar and Sing. I do Singles, work in Bits, Acts and Sales. All around man. Will consider anything in reason. I prefer picture, vaude or any show that pay decent salaries and appreciate sober, reliable people. Draft exempt. Reply to Howard Bell, 439 Randolph St., Eufaula, Ala. my2

Letter List

TRADE SERVICE FEATURE of The Billboard

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

MAIL ON HAND AT

CINCINNATI OFFICE

25-27 Opera Place

Parcel Post

Battiell, Sid, 14c
Borge, Shorty, 46c
Cass, L. Harvey, 26c
Delgado, Dianne 21c
Henning, Ross, 6c
Hudson, Frank, 6c
Moss, A. B., 11c
Nelson, Vick C., 6c
Rean, Bert, 3c
Russell, Mildred, 9c
Schad, J. P., 14c
Sloane, Mrs. Bernie, 11c
Spears, Roy W., 3c

Aberle, Bill
ACKROYD, ROY
Ackler, A. V.
ACKMAN, WM.
Adair, Elmer D.
Adams, Burnabe
Adams, Doris
Adams, Geo.
Adams, Mitchell
Adams, Ned
ADAMS, ROY N.
ADKINS, LUTHER ANDREW
Adler, Smoky Joe
Ahern, Clement
Alexander, Marie
ALFORD, ELMER ROSCOE
Allredo, Mrs. Allen
ALLEN, BARNEY M.
Allen, C. Harry
Allen, Fred B.
Allen, Ireland
Allen, Jack
ALLEN, JAMES
Allen, Mary Gene
Allen, Mrs. Mildred
Allen, Robt.
Alrose, Tramp Clown
Alveda, Dr. C. E.
AMES, WM. RAMSEY
Amyk, Chief
Anderson, Capt. Sig.
Anderson, James M.
Anderson, Mickey (Daredevil)
Andrews, R. W. (Ed)
ANDRONOWSKI, JOHN
Andrus, Clifford T.
Antalak, Frank
Anthony, Mrs. M. B.
Anthony, Wm. (Arnold)
Applebaum, Sam
Arens Shows
Argis, Jew Eddie
Arlandt, Terrace
Armand, Billy
ARRINGTON, CORAL E.
Armstrong, Art
Armstrong, Dick
Arnheim, E.
Arnold, Lawrence (Fat)
ARNOLD, LYLE
Arnold, Phil
Arnie, Billy
Arnstein, Miss Jean
ARTHUR, CHESTER ALLEN
Arthur, Dodo
ARVIN, NATHANIEL T.
ASBURY, KENNETH EARL
Ash, Terry
Ashline, Kathein
ASTROLOGOW, JAMES M.
Atkins, James
August, Mary
Austin, Robert R.
Autman, John
Babette, Miss
Bagan, Thomas P.
Bailey, Jeannette
Bailey, Lena
Bailey, Mrs. Maudie
Baillio, Jack
BAILLIE, JOHN B.
Baker, Mrs. Barbara
BAKER, FRANK JOHN
Baker, James
BAKER, JOHN WM.
Baker Jr., R. H.
BAKER, LOUIS (PEANUTS)
Ball, Lucky
Ballard, Joe
BARBAY, STANLEY JOS.
Barber, Aaron
BARDEN, WM. EARLE
Barfield, Flonnie
Barker, Henry Lee
BARNES, WM. HENRY
BARNES, JACK CLAUD
Barry, Francis
Barry's Laboratories
Bartholomew, H. W.
BARTLE, HARRY OWEN
Bartlett, Jerry Dexter
BASS, FREDERICK ALLEN
Bass, Ross (Doc)
Bass, Vivian
BATES, WM. LEON (COL.)
Bateman, John
Batiste, Lucille
Batiste, Sylvester
Baxter, J. A.
Beach, Peggy
Beam, R. Ward
Beardsley, Margaret
BEARD, TRAVIS THEO.
Bean, Billy B.
Bean, Henry
Beard, A. J.
BEARFIELD, ROBT. CARL
Bears, Capt. Andrews
Beatty, O. J.
BEAVER, CLARENCE ELWOOD
Beck, Mrs. Jean
Beck, L. W.
Becker, Pauline
Beckett, Chas.
BECKWITH, CLIFFORD L.
Bedford, Winslow
BEEBE, ALLIE B.
Bejano, Mrs. Emmett
Belk, Gonzo
Bell, Bob
BELL, JOHN DEWEY
Bell, O. A.
Bell, Mrs. O. A.
Belle, Mrs. Francis
Bel-Mar, Jack
Bemis, T. R.
Benham, Richard
Bennett, E. D.
Bennett, Helen
Bennett, S. M.
Benoit, Mrs. Louise
Benson, Jolly Rose
Benton, Claude
Benway, Pete
Berger, Frieda
BERKENSTOCK, ELLWOOD MARTIN
Bernhardt, Babbette
Bernhardt, Norma
Berry, Geo.
Bethany, Gus
Betz, Frank (Shorty)
Bland, L. W.
Biggery, Merritt
BILLEADIAN, RAYMOND J.
Billings, Steve
Bindell, Marion
BLACK, BERNARD HARLOW
Black Hawk, Chief
BLACKA, HENRY L.
BLACKWELL, VERNON GAY
Blaine, Janet Casino
Blakely, Benton H.
BLAND, HOMER B.
Blandy, Eddy
Blane, Janet
BLANTON, HARRY GARISH
Blatch, Mrs. Viola S.
Blessett, Francis
Blurlock, George
Bloodsworth, Mrs. Julia
Blown, Robin S.
Bodson, Harold Shorty
Bohee, J. W.
BOLDEN, LUTHER
Bolt, J. P.
Bonhin, Larry
Boone, Eugene
Borders, Gordon
Borns, Chas.
Boseman, Bill
Bott, Bill
Bott, Mrs. Harrella
BOULET, BENNY
BOWDEN, JAMES THOMAS
BOWDEN, JOS. THOS.
Bowen, Mark
Bowers, Lawrence
Bowman, Mrs. Frank
Bowman, Russell S.
BOYD, CHAS. H.
Boyd, Jas. J.
Boyd, Wm. Edgar
Boyle, Chas. F.
Boyles, Harry
Boynton, James
Bozza, Theo. M.
Bozzell, Everett
Brachard, J. H. & Mrs.
Bradley, Anna
Bradley, Violet
Bragg, Geo. M.
BRAMLETT, WM. GUY
Branda, Nick
Brasher, Joe E.
Brawn, Del
Braxton, Brenda
Breck, Frank J.
Briggs, Bernice
Briggs, Carl
BRIGGS, WILLARD O.
Bright, Carl H.
BRINEGAR, THOMAS
Brisle, Miss Johnnie
Brock, Harry
Brockway, Robt.
BROOKMAN, CHAS. O.
Brook, Harry
BROOKS, ALVA
Brooks, Geo. (Scotty)
Brooks, Mrs. Gladys P.
Brooks, Mrs. Hazel
BROWER, JOS. J.
BROWN, CHAS. ACOTT
Brown, Eddie (Jap)
BROWN, EMERY JUSTIN
Brown, Henry (Hostler)
Brown, Irvin
Brown, Mrs. James Jr.
Browne, Mrs. Mickey
BROWN, ROLAND O.
Brown, W. B.
BROWNING, JAMES J.
Bryant, G. Hodges
BRYSON, JOHN CHAS.
Buel, Tony
Buchanan, C. T.
BUCHANAN, LLOYD A.
Buchanan, Thomas N.
Buckley, Dick
Buckner, Lloyd L.
Buford, Miss D.
Buffington, Joe L.
Buggie, Reuben
Bunand, Doc
Bunard, Waln
Burnsteinhaus (Sword Swallower)
Burndon, Emma
Burge, Shorty
Burgess, John R.
Burgess, Ted
Burillo, Tony
Burk, Roy
Burke, Eddy H.
Burke, Herman
Burke, James (Phone Man)
Burke, Merle
BURKE, WM. FRANCIS
BURKE, W. O.
Burkett, Mary
Burl, Jerry
Burrell, James L.
BURT, JOHNNY CLARENCE
Bush, Dolly Dixon
BUSH, ROBT. WM.
BUSSEY, JACK GEO.
BUTCHER, HERBERT MERRITT
Butler, Michael
BUZZELL, FRANK R.
BYRD, WM. EDGAR
Cabell, Bud & Ilma
CALDWELL, WILSON
California Rose (Atkin)
CALK, FRED RANKSTON
CALLETT, EDW.
Calloway, Whittle
Cameron, Mrs. R. W.
Camp, Stanley
Campbell, Frank V.
Campbell, M. C.
Campbell, Maudie Mae
Campbell, Sonny Boy
Cann's Vaude-Pic Show
Cavender, W. B.
Carey, A. B.
Carey, Al
Carey, R. E.
Carey, Thomas C.
Carolina Cotton Pickers
Carrey, Wm.
Carroll, Bob
Carroll, Dave
Carroll, Homer
CARROLL, EDW. F.
Carson, Francis L.
CARSON, ROBT. O.
Carter, Elizabeth
Carter, Jack (Musician)
Carter, James W.
Carter, Lucille (Gene)
Carver, Ella
CASEY, JOSEPH, JR.
CASPER, JOHN
Cassidy, Chas. Wayne
CASTLE, CHESTER
Castleberry, Slim
Catmaller, Mrs. Bessie
Caughey, E. J.
Cawdwell, Helen
Celer, Lew
Chamberlain, Bettye Lee
Chan, the Great
Chandra, Mr.
Chapman, Freddie
Chapman, L.
Chapman, Roy K.
Charpelear, T. J.
Charles, Jessie
Chatfield, Carl
Chico-Chico, Chief
Childs, Eddie
Christenson's Goats
CHRISTIANSON, VICTOR M.
Christwell, Ray
Church, Clarence
Claburn, John P.
CIGIELSKI, THEODORE
Cisneros, Angelo (Pancho)
Claire, Madam
Clancy, Wm. H.
Clark, Billie
Clark, Geo. W.
Clark, Irvin
Clark, James
Clark, Mexican Joe
Clark, Robt. F.
Clark, Steve
Clarke, Frank X.
Claude, Leo
CLEM, ROBERT LEFF
Clevenger, Orval
Clifford, Margaret
Cobb, Mrs. Wallace
Cobern, Robt.
Colder, W. P.
Cochran, Ramona
Cockrell, Mrs. Hattie
Corelle, Fred & Aldera
Colter, Leonel
Coffin, Will H.
Cole, Isabell M.
Colleen, Babe
Collins, Hayward C.
Collins, Miss Jackie
Collins, Jas.
Collins, Mrs. Pauline
Collins, R. E. "Slim"
Comfort, Ted
Command, Margie
Conklin, Lulu Vera
Cochran, Cliff
Conner, Oliver L.
Converse, Mrs. Dorothy
Cook, F. C.
Cook, Mrs. Hattie
Cooke, J. M.
Cooper, Albert Edw.
COPELAND, RICHARD BAXTER
COPUS, HAROLD NEWZEALAND
CORCORAN, MAX JAMES
Corey, Pete
CORNEVALE, RALPH P.
Corning, Hack
Cosby, Doc
Costs, Zeke
COSTELLO, LARRY JAN
Costello, Mrs. Lois
Costello, Tom
Coutler, Horace W.
COT, KENNETH RANSEL
Couch, Geo. A.
COUNTER, WM. J.
Couser, Clifford
Cowan, Joey
Cowart, T. H.
Couture, T. J.
Cox, Ida (Darktown Scandals)
Cezetin, Joe
CRABB, LLOYD W.
Crabtree, Lawrence L.
Craig, Capt. G. E. (Diver)
Craig, Mrs. J. J.
Cranson, Max
Crawford, Lillian
CRETE, ROMEO JOS.
CREWS, ELMER JAMES
CROSLEY, FRED HARRY
Crouch, Jimmy
CROW, RICHARD D.
Crowell, Sam
Crowley, G. C.
Cumdy, Wild Bill
CUMMINGS, CECIL FRANCIS
Cunningham, Mrs. Jas.
Cunningham, Slim
Curl, Dr. A. M.
Curry, Mrs. Ruth
Curtis, Johnnie
CUSTER, ROBT. P.
DAILEY, EUGENE J.
Dale, Albert
Dalton, Jack (Smoky)
Danforth, Lucille
DANIEL, NORMAN L.
Daniels, C. B.
Daniels, Danny
Daniels, Martha
Danis, Thomas A.
Darlington, C. W.
Darlington, Tex
DARRAH, ALBERT FRANK
DAUGHERTY, DANIEL R.
Davenport, R. R. (Hawk)
Davenport, Tommy
Davenport, Willard
Davis, Bill
Davis, Mrs. Cassie Belle
Davis, Charlie
Davis, Chas.
Davis, Delbert
DAVIS, EARL W.
Davis, Geo.
Davis, Harvey Sherwood
Davis, Jimmie (Composer)
Davis, Mrs. Louis
DAVIS, WILLIAM ROOSEVELT
Dawson, C. A.
DeBarrie, W. B.
DeFee, Lois
DeLand, Philip Jones
DE LUCCIA, SCULLY
DeMark, Van
DeMore, Louis
Delancey, J. L.
Dean, Mrs. Bert
Debnard, Wm. H.
Decko, Chief
Dobmore, Leo C.
Delph, Gladys
Demon, Miles
Demetro, Archie
Demetro, Miller
Demetro, Tom
Dempsey, Peter
Denard Bros.
Denham, Darius
Denis, Prince & Lady
Dennis, Geo.
DENNIS, JACK BERNER
Dennis, Frank
Dennen, Shirley
DENSMORE, GORDON K.
Dent, C. B.
Devin, Jean
DIAL, EDWARD W.
Dick, Billie
DICKSON, PAUL D.
DI PAOLA, FRANK
Dillard (Engraver)
Dillis, Elwood
Dixon, Harry
Dixon, Mrs. Ora
DIXON, ROBT. CARL
DOBBS, WM. DAVID
Doran, Mrs. Kitty
Dodd, Dorine
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Dolman, Mary
Doney, Ray
DONALDSON, WALTER EUGENE
Donohue & LaSalle
Doodlinger, Mrs. Jack
Dorner, Armand Chas.
Doss, Frank
Dottie & Shorty
DOUGHTY, LUTHER
DOWELL, EARL T.
DOYLE, JOHN LAWRENCE
Doyle & O'Donnell
Dort, P. J.
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Drescher, Rudy
Dreslin, Wilfred
Drum, Carley
Dube, Harry S.
Dugan, Johnny
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Dunbar, Johnnie
Dunlap, C. F.
Dunbury, James H.
Denning, John
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Dupree, Walter
Duvall, Cliff
DYMAN, FRANK
Eagle Eye, Chief
Eagle, Nate
Earl, Herbert H.
Earlywine, Mrs. Mickey
Eastham, J. R.
Eberl, Rudolph W.
Eckman, Miss
Edenfield, Daniel
Edgar, Horace D.
Edwards, Magician
Edwards, Charles
Edwards, Glen R.
Edwards, Gus
EDWARDS, LOUIS FURGESON
Elledge, Anna
Elliott, Mark & Ruth
Ellis, Wiley
ELLSWORTH, FRANK J.
Ellyson, Allen
EMIGE, JAMES WM.
Ensley, Eugene B.
Ephraim, Miller
Epstein, Curtis
Erickson, L. L.
EUDALEY, CLARENCE M.
Eule, Joseph
Evans, Bill
Evans, Chas. Stanley
Evans, Mrs. Eleanor
Evans, Joe
EVANS, LACEY WILKINS
Everidge, Wyly
Evers, R. E.
Eppman, Ted
Embel, Raul, Al
Fabey, Frank
Falvers, Pearless
FALLAW, CHAS. FELTON
Farrel, Billy
FARELL, PAUL
Farrington, Gladys
Farris, Jack C.
Farris, John
FEENY, JAMES B.
Pelad, Ernest
Fenton, Mrs. Rose
Ferguson, Mack D.
Petrich, Stephen
Fetzer, Hazel
Fey, Wm.
Pietum, Mrs. Cleo
FILLMAN, HARRY A.
Fiorella, John
Fischer, Elliot
Fish, Jerry
Fisher, Doc
Fisher, R.
FISHER, THOS. G.
Fisher, Tom & Mrs.
Fitzgerald, Margaret M.
Fixel, Samuel B.
Flannigan, Jerry C.
Flannigan, Jim
Fleming, R. M.
FLICK, FRANK
Flowers, Mrs. Irene
Floyd, Mrs. Helen
Floyd, Wm.
Fly, Johnny
Flynn, Pat
Foley, Jack
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Fortner, Donald
Fox, J. D.
Foster, Geo. E.
Fowler, Harry
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Fowler, D. H.
Fox, Mrs. Alice
Francis, Betty
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Francis, John (Francis Shows)
Frank, Betty
Franks, Capt. A. J.
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Freese, Bob
French, Edw. Li
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Fritz, Hiney
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Garson, Gwen
Garrett, Wm.
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Gay, H. S.
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George, Sam Pete
George, Sammy
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Gessamdo, Victor
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Gilliland, Robt.
Gilmore, J. C. & Hulley
Girout, Fred L.
Glade, Pete
Gladstone, Prof.
GLEASON, FRANK S.
Glass, Morris
Gladen, Chas.
GLORISO, CARMELO
Glover, Chas.
Glover, Don
Glynn, Mack A.
GOBLE, WM. HAROLD
GODING, WARREN F.
Goephart, Max (Orch)
Goforth, Bill
Gotts, Samuel M.
Gold, Harry
Goldberg, Bro. Arthur
Goldsborough, P. H.
Gomes, Vincent
Gonzales, Blackie
Goodnight, Leila
Goodrich, Mrs. Billie
Gornlick, Samuel
Gordon, H. M.
Gordon, Robert A.
Gore, Opal
Gotts, Norman E.
GOUDIE, FRANK C.
GOURLEY, ARCHIE
GRABERT, JAMES E.
GRABERT, JOS. LEWIS
GRADDER, CLARENCE SHOWN
GRAF, LOUIS EARL
Graff, Geo.
GRAHAM, GEORGE
Graham, Mrs. Ollie
Graham, R. C.
Grauman, Saul
Graves, Cleo & John
GRAVES, CLINTON H.
GRAVES, ROY
Graybill, Mrs. A.
Green, Alfred
GREEN JR., WM.
Green, Doc (Minstrels)
Green, Harold
Green, Mary Gimena
Greene, Norman (Curley)
Green, Silas, Show
Green, Vera
Greenspoon, Jack
Greer, Dr. Jas. P.
Gregory, L. B. (Donkey Ball)
Gregory, Wm.
Greska, Mickey
Grey, Doris
Grey, Steah
Griffin, Beatrice
Griffin, John
GRIFFITH, LEWIS
Grimm, Lorna
Groll, Robt.
Gross, Lucille (Carter)
Gross, Ray A.
Gunn, Manny
Guntz, John Dummy
Guthrie, Mrs. Ethel
Haag, Mrs. E.
Hafer, Geo. W.
Hai, Wen
Haley, Mrs. Geo.
Hall, Al K.
Hall, Cecil Clara
Halloway, Billie
Hahn, Eugene J.
Hamby, Clyde
HAMILTON, ARCHIBALD H.
Hamilton, C. A.
Hamilton, Mrs. G.
Hamilton, Jack & Mercedes
Hamilton, Les
Hamilton, Red
HAMILTON, WM. L.
Hammer, Candy
Hammons, Cherokee
HANEY, DAVID BENJAMIN
Hankins, Ross H. Doc.
HANLEY, DON
Hannah, John
HANNEY, CECIL W.
Hanson, Alfred C.
Hapgood, Earl
Harbin, Buddie H.
Harden, N. D.
Harding, Wm. Reed
Hanly, Jack (Talker)
HARPER, EDWARD LEWIS
Hartman, Dean
Harris, Charles W.
HARRIS, JAMES COLUMBUS (Bing)
Harris, Pearl D.
Harris, Robt.
HARRISON, JOHN DUVAL
Harrison, Lenard
Hart, Ethel
HART, JAMES HENRY
Hartman, Mrs. Marguerite
Hartz, Marie
Harvey, Pearl R.
HARVILLA, ALBERT
HASKETT, DONALD D.
Hauck, Gene P.
Haverstick, Geo. E.
Hayes, Mrs. Helen
HAYES, RAY
Hayes, Suicide
Hayward Jr., Joe
Head, Harry M.
HEADY, ABRAM BENJAMIN
HEALEY, FRANK ROBT.
Heath, Tommy
Heaton, Charlie
Heck, Luther C.
Hedblings, Mrs. Betty
Hegemon, Wm. & Mrs.
Helling, William F.
HELMS, CHAS. PHILIP
HELM, CHAS. R.
HELM, CHESTER ROBT.
HELMS, KERMIT CLIFTON
Henderson, Mrs. Cortes
HENDERSON, EDDIE
HENDERSON, FRANK
Henderson, Bags
Henderson, T. M.
Hendricks, Mack
Hendricks, James
HENDRICKS, ROBT.
Hendricks, Mrs. Ruth
HENDRICKSON, VAUNO
HENDRIX, EUGENE W.
HENLEY, ARVIL FRANKLIN
Henry, Mrs. Marie
Henry, Tickie
Herbert, Harry (Doc)
Herberg, Jake
HICKLE, ARTHUR P.
Hicks, Hampton
Hicks, Marie
Higgins, Al
HIGGINS, RAYMOND
Higgins, Red
Hill, Paul
Hilton, Dexter (Whitey)
Hobbs, Johnny & Mrs.
HOCKADAY, LONNIE
Hodge, Everett
Hodges, Ted
HOESCHEN, GEO. H.
HOFF, JOE
Hoffman, Al
Hoffman, Mrs. Lottie
Hogan, John J.
Holcombe, Roy
Holden, John
Hollerwater, Dorothea
Holliday, Jack
Holman's Elders
HOLMAN, THEODORE
Holmes, Lillie
HOLSTON, JOHN FRANKLIN
HOOD, WOODPHINE D.
Hoover, Henry & Mrs.
Horst, Jack & Mrs.
HORN, JOHN T.
Horsman, Paul
Horton, Bob
HOUCHENS, KENNETH D.
Houston, Jean
Hovac, Leslie
Howard, Bert A.
Howard, Bob
HOWARD, CHARLIE (COL.)
Howard, Joe
Howell, S. J. & Mrs.
Howell, Wm.
Howery, Wm. (Curly)
Hoyle, Jack
Hubbard, Virginia May
Hudleson, Robt. (Tiny Boy)
Hudson, Mrs. F. C.
Hull, S. A.
Humes, Prof. L. F.
HUMPHREYS, ARLEE
Hunt, Chas. (Bus)
HUNT, DANIEL T.
Hunt, Thos. R. & Mrs.
HUNT, UNION BANNER
Hunt, W. S.
HURD, HENRY M.
Hurley, W. O. & Mrs.
Hurt, Elizabeth
Hutchinson, Mr. Jessie
Hyman, Al
Irving, Martin
ISON, EARL EUGENE
IVEY, GROVER
Jackson, J. W.
JACKSON, JIMMIE B.
Jackson, Mose
Jackson, Robt. J.
JACOBS, KENNETH JOE
James, Jacquelyn
Jamison, C. R.
JANECEK, JOHN S.
JARRARD, WM. LUTHER
Jarvis, C. E.
Jay, Jacques (Ferris Wheel)
JENKINS, BENJAMIN
Jenkins, Brownie
JENNINGS, GROVER L.
JENSEN, CARL BORGE
Jewell, Mrs. Bessie

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

JENSEN, RALPH PALMER
Jenkins, Bus & Gussie
John, Betty
John, Nilo
John, Spiro
JOHNSON, ALBERT JOHN
JOHNSON, ANDREW
JOHNSON, DALLAS ROUT.
Johnson, Eugene
Johnson, Harry (Clown)
Johnson, J. H. (Herbert)
Johnson, Lee
JOHNSON, ROLAND CARL E.
Johnson, Roslie
JOHNSON, THOMAS F.
Johnson, Warren
Johnstone, Earl Y.
JOHNSTON, JOHNNIE
Jones, Alvis
Jones, Carl (Fuzzy)
JONES, CHAS.
JONES, DOUGLAS ARNOLD
Jones, Eugene Red
JONES, GERALD MICHAEL
Jones, Harvey
JONES, JAMES ORVILLE
Jones, Jewell
JONES, JOS. CARL
Jones, Mrs. Patsy
Jones, Dust
Jones, Slim
Jones, Sparkplug
Jones, Stanley
Jones, Wesley
Jones, Wm. H.
Jordan, Jess
JUAREZ, FRANCISCO S.
Jung, Paul O.
KACHEL, HERMAN ALTON
Kadel, Melvin L.
Kahn, Al
Kahn, M.
Kainchamp, John K.
Kanno, Ioma
Kane, E. J.
Kane, Halie
KANERVO, HENRY L.
Kandl, Joe
Kantho, Ed
Kaplan, Sam
Kardera, Victor
Karns, Mrs. Eddie
KARPENSKI, STANLEY J.
Karrel, Chas. & Lucy
Katzen, A.
Kaufman, Donald B.
Keane, Charles
Keenan, Jimmy
Keener, Bernie
KEILMAN, WALTER B.
KEITH, FERRELL EDW.
Keller, Lester
Keller, Tom
KELLER, WM. A.
KELLEY, DON HERMAN
Kelley, Francis J.
Kelley, Pitts
Kelly, Andy
Kelly, Mrs. Lelah (Toots)
Kemp, Bill
Kennedy, Frances
Kenner, Bennie
KENNERLY, LEE ROY
Kepler, Dixie
Kerhaug, J. B. (Blackie)
Kenny, John C.
Kesterson, Lenen
Kettle, Lillian
Kettle, Mrs. C. B.
Kettle, Mrs. V.
Keyes, Bill
Keys, Mrs. Pearl
Keyshom, Lillian
Keyth, Midge
Kidder, Mrs. B.
Kilpatrick, H. M.
Kimball, B. L. Dude
King, Mrs. Annie Lee
King, Floyd
King, Harry
King, Mrs. Margaret
King, Nancy
King, Patrick T.
Kirby, Jessel J.
Kirkman, Delmore
Kisler, R. L. (Tiny)
KITCHEN, JOHN
Kleback, Karl
Kinghtlin, Laredo
Knapp, Vincent
Knight, Ina
Knight, Mrs. Lettie
Knight, Richard J.
Knowlton, Marion
Knox, Mrs. Francis
KNOX, FORREST DALE
Kohl, Eddie
Koppel, Alexander
Kruger, Walter
Krause, Mrs. Evelyn
Kreiger, Eddie
Krebs, Mary Louise
Krebs, Henry
Kralick, Victor
Krug, C. H.
KULP, CHAS. J.
Kunzel, Mrs. Stanley
Kre, Red
Kwa, Marlene
LaCava, George Tony
LaBELLE, JOS. ADRAIN
LaBounty, Paul
LaBlanc, Conrad C.
LaChappelle, Mrs. Bobbi
LaFleur & LaVola
LaForms, The Flying
LaLande, Mrs. Lawrence
LaMarr, Ginny
LaMarr, Marguerita
LaPorte, Sargent Al
LaRue, Bobbie
LaRue, Cleve
LaRue, Patsy
LaVarre, Buddy
LaVell, Frank
LaVine, General Ed
LaVine, Harry
Lacey, Mary Ruth
Lackey, Haskell E.
Lackey, Mrs. Shirley Ann
Ladd, Chas. H.
Lafayette, Art E.
Laird, Mignon
Lake, Miss Billie
Lake, Georgia
Lakeson, Perry Stanley
Lamar, B. W.
Lamm, H. W.
Lamont, Leslie
Lamont, Terry
LANDO, FRANK
Lancaster, Betty
Lang, Orval
Langston, Jimmy
Larkin, B. W.
Larkin, Ruby
Larum, Roger
LASLEY, BENJ. VERNON
Jack
Lassiter, Jimmie
Latell, Dr. H. E.
Latter, Harry
LAWLEY, ALBERT JACK
Lawrence, Mrs. Vivian
Lay Jr., Maxwell
Laye, Lillian
LeRoy, Mrs. Grayce
LeRoy, Patricia
LeRoy, Dr. R. L.
LEACH, JOHN M.
Leahy, Eddy
Leclair, Lillie & Babette
Lee, Curley
LEE, EDWIN OWEN
LEE, JOE ELLISON
Lee, Ray
LEE, THOMAS
LEIBIN, LEONARD JAMES
Leigh, Kay
Leman, Prof. Guy E.
Lemmons, Margie
Leo, Mr. Ivan
Leonard, Lou
LEPORE, MATTEO JOS.
Lester, Great Noel
Leveritt, Robert T.
Levitt, Val
Lewis, Mrs. Anna
Lewis Family Show
LEWIS, HANSON HARLOW
LEWIS, ISAAC NEWTON
Lewis, J. K.
Lewis, Ralph D.
Lewis, Zola
Lilly Jr., Geo. W.
Lincoln, Madelyn
Linder, Elizabeth
LINDLEY, JNO. ALVIN
Lindsey, John Boyd
Little, Maurice
Littler, Leon
Little, Little Frankie
LLOYD, GEOFFREY VERNON
Lockett, Charlie
Lofstrom, Wm.
Logan, John
Lone Fox, Chief
Long, C. B. (Dan)
Loper, Perry
Lorraine, Fata
Lotten, L. T.
Lotter, Carl J.
Lovell, Ethel
Lowe, J. J.
LUCAS, MIKE
LUKEN, HARRY RUSSELL
Lundy, W. D.
Lundy, Willie
Lunsford, Mack
Lynch, H. T. Cotton
Lyon, Bert Leland
LYONS, JAMES R.
Lytton, Mrs. Al
MacAleese, J. A.
MacNeely, Bill
McBRIDE, JAS. WM.
McCabe, Eugene
McCaffery, Geo.
McCain, Johnnie
McCall, Robt.
McCARTHY, CHAS. PATRICK
McCaskey, J. H.
McCARTHY, WILLIE
McClellan, J. T.
McClung, Clarence C.
McConnell, James L.
McCORMACK, FRANCES ALONZO
McDaniel, Mrs. Freda
McDONALD, CLINTON WM.
McDonald, John J.
McDonald, Kay
McDonald, Kenneth
McFadden, Ed
McFarland, Tuke
McGill, Leo
McGIRK, RICHMOND
McGough, Wm.
McGowan, Vernon
McKean, Billy
McKee, Joe
McKee, Mrs. Nanette
McKenna Jr., Edw. F.
McKEVER, DAVID E.
McKinnie, John Logan
McKord, C. E. Ringer
McLaughlin, H.
McLean, R. T.
McMAHAN, MOTE PAUL
McNickle, Billy
McPeak, James
McREYNOLDS, RUSSELL CALVIN
McSpadden, Myrtle
Macmurrow, Mrs. Neal
Mack, Beats
Mack, J. B.
Mack, Libby
Mack, Richard
Madison, James
Madison, L. R.
Magill, Frank
MAHAY, CHAS. V.
Malof, Myrtle
Malone, Charles
Malvin, Ed
Malloy, Zelda
Malone, Daisy
Malone, Queria
Mammoth Marine Hipp.
MANGLE, MICHAEL A.
Manton, Bernard
Manville, C. P.
MARCHAND, FRANK JOS.
Marcus, Lew
Marian, The Sensational
Marks, Ted
Marlowe, Penny
Marra, Kathryn
Marretta, Sam
MARROLETTI, ROCCO JOS.
Marshall, Eddie
Marshall, Mrs. T. H.
Martin, Madame
Martin, Mickey B.
Martin, Norman T.
Martin, Paul
Martin, Ray
Martin, Terry
Marx, Chico
Masarro, Del & Neal
Maskell, Robt. E.
Mason, Billie
Mason, Mrs. J. R.
MASSER, LOUIS
Mathis, Jimmie
MATTHEWS, CLIFFORD R.
Matthews, K. Joe
Maurice Jr., Royce L.
Maxwell, Bernice
Maxwell, Earl
May, Elsie
Mayes, Prof. L.
Mayson, Gilbert
Maynard, Buck
Maynard, Ken
Meixel, Ignacio
Meham, Madam
Meek, Frank
MEEKS, RAYMOND T.
MEFORE, MATTEO JOS.
Mendiant, Ted & Betty
Metcalf, Jimmie Leo
Meyers Sr., Earl Fleming
Meyers, Frank H.
Meyers, Pauline
Michalak, J. E.
MILAN, CHAS. R.
MILANOVICH, ELI
MILANOVICH, LOUIS
MILANOVICH, SAM
Miller, Alma
Miller, Carroll Bertram
Miller, Dixie
Miller, E. D. F. L.
Miller, E. L.
MILLER, GEORGE
MILLER, HARRY DARBY
Miller, Jack
Miller, Langstaff
Miller, Merle
Miller, Nancy Lee
MILLER, ORSON A.
MILLER, RICHARD RALPH
MILLER, ROBT. CHAS.
Miller, W. W.
MILLS, CEBRON BLAIR
MILLS, JOHN LINCOLN
MINNEAR, CARL THOS.
Minsour, Mrs. J. T.
Minsky, Morris
Mirkovits, John J.
MITCHELL, ALFRED ELMER
Mitchell, G. L.
Mitchell, Geo. J.
Mitchell, John C.
Mitchell, Larry C.
Mitchell Sr., L.
Mitchell, W. W.
Mix, Art
Moberly, Lew
Mollo, Cleveland
Mollison, Henry
Monahan, Dave
Money, M. H.
Monroe, Tex
MONTELLO, JAS. THOS.
Monzell, Charlie
MOONEY, JOSEPH A.
Moore, Alta M.
Moore, Donald
MOORE, EARL EDW.
MOORE, ELIJAH CLARK
Moore, Harold
MOORE, JOHN DAVID
Moore, John R.
MOORE, JOHN RAYMOND
Moore, Patrick H.
Moore, Thomas
Morgan, John H.
MORGAN, JOHN ROY
MORGAN, LAMON
Morgan, Miss Lester
MORGAN, ROBERT
Morgan, W. E.
Morquardt, Hans
Morton, V. O.
Morse, H. S.
MORSE, DAVID STORIA
Moss, Marie & Lewis
Mosley, Paul Thos.
MOSLEY, WILLIE LAWSON
Maddux, Tom
Mulholland, Jas. P.
Mulkey, Virgil H.
MULLAHY, JOHN
Muller, Joe
MUNCY, MARSHALL RAILS
Mune, Bernard
Murphy, Dixie & Bill
Murphy, Henry Patts
Murphy, Walter Morland
Murray, Ginger
Murray, J. L.
Murray, John W.
Murray, Joseph
MURRAY, WM. THOMAS
MURRAY, THOS. E.
MYERS, LUCKY VEE
Myler, W. B.
Nassen, Jean
Nardelli, Tony
Naugadine, Nick
NAUGLE, MICHAEL ANDY
Palmer, Doris May
PALMER, CHESTER C.
Paquin, Wm. Frawley
Parrotteau, Jas. B.
Parish, Frank
PARK, GEORGE
Parker, Albert
Parker, Bob H.
Parker, Glen
Parker, Mrs. Henry L.
Parell, Tyle
Parsons, Fred S.
Parson, Louisville Peggy
Partello, Clinton
Partello, Dr. R. P.
Pasel, Johnny
PASMOWITZ, JOSEPH ISREAL
Paso, Jimmy
Pastor, Tony
Pasulo, Dominick
PATRICK, ROBT. WILSON
PATRICK, RYAN
PATRICK, THEO. ROOSEVELT
Patterson, L. W.
PATTISON, JAS. RUDOLPH
PATTON, JAS. COMFORT
Paul & Quita
PAUL, RAYMOND LANCELOT
Paul, Rudolph
Paulert, Albert
Pauli, Marie
PAYETTE, RAYMOND
PAYNE, WM. GREER
Peaches Sky Revue
Pease, John L.
Peasley, Mrs. Bob
Pelfrey, Burton
Pelvas, Johnny
PENNIMAN, THOS. P.
Peoples, Wilbern
Pepper, Miss Pinkey
PERRY, GENE
PERRY, ROBERT
Pessano, Joe
Peters the Great
PETERSON, GLENN F.
PETERSON, HOWARD RAY
Peterson, Ruth
Petrella, Lewis
Petterson, L. W.
Pettis, Margaret
Phelps, Herman
PHILLIPS, LAWRENCE FREDOLIA
Rawlins, Mrs. C. A.
Rawls, Maggie
Ray, Arthur
Ray, Ray Miss
RAYBURN, HAROLD MARCUS
Raye, Jack
Rea, Ted
Read, Russell Ray
Rector, Richard
Red, Tarzan
REDD, WM. ROBERT
Reddig, Mrs. Lela
Redding, Joe
Rolinger, Geo. H.
REDMAN, WM. BRYANT
Reed, James H.
Reed, Lawrence
Reed, Stan
Reed, Wm. Deborah
Reese, Mathew A.
Reeves, Buddy
REEVES, JAS. LELAND (Lion Act)
Reeves, John
Reid, Laura
Reiben, Earl
Reilly, Barney
Reimers, E. H.
Rellton, Nesser
Remick, Mel
Rene, Maxine
REYNOLDS, GERALD G.
Reynolds, Jackie
Rhea, Princess
Rhinehart, Miss Ollie
Rhodes, Thomas
Rhodus, Dodo
RIBBONS, ALBERT E.
Rice, Al
Rich, Betty
Rich, Marilyn
RICHARDSON, SAMUEL W.
Richhartz, Malin C.
Richey, F. S.
Rietan
Riggs, John Luther
Rigsby, Douglas
Riley, Harry
Riley, R. T.
Rinehart Family, Bye
Rinehart, Jack
RINEHART, JACK L.
Ring, Bob
RIPLEY SHOWS
Rister, Otis
RITCHEY, VERNON DEAN
Rives, Harry
Roach, Mrs. J. S.
Ryan, J. M.
Ryan, Geo.
RYAN, JOS. JOHN
Ryner, Helen
Saastad, Sig
Sabel, Chas.
SADLER, ELLIS D.
Saenz, E.
Sager, Harold
Sahalin, Mrs. Myrtle C.
Salbold, Clifford
SALTZER, ALBERT W.
Sammons, Floyd
Samuels, Leroy & Roberta
Sanborn, Mrs. Clyde
Sanchez, Tony
Sanders, C. L.
Sandmann, Mrs. Ray
Sandra the Champagne Girl
Sapp, Francis H.
Sarah, Madam
Saxtier, Arno
SAWYER, BILL
SCHINER, WM. H.
SAWYER, HUGH TOM
Scanlin, Marie
Schad, J. P.
Schaefer, Pat
Schaffer, Artie
SCHALASKY JR., JOE
Schelling, Jack
Schmerbach, Harry
Schrapp, Harold
SCHUMAKER, HOYT W.
Schultz, Mrs. Frances
SCHULTZ, STANLEY NORMAN
Schwartz, Ted
Schwerin, Oliver
Scofield, Ed
Scott, Dorothy (Pat)
Scott, Mrs. Eileen
SCOTT, FRED JEROME
Scott, Gilbert
Scott, Harriett
SCOTT, HENRY PETER
Scott, John (Joe)
SCOTT, WM. E.
SEABROOK, THAD
Seaman, Braxton
Sebring, Claude & Irma
Seeley, Vernon
Seigrist, Joe
Self, Frank
SMITH, BARNETT K.
Smith, Carey (Bunny)
Smith, Clyde
Smith, Dick
SMITH, ED ANDER
SMITH, EDDIE ROBT.
Smith, Eva Lee
Smith, Fannie
Smith, Floyd
SMITH, FRANK CARL
Smith, Fred
SMITH, GLEN EDW.
Smith, Happy
SMITH, HARRY SCOTT
SMITH, HENRY B.
Smith, Joseph
Smith, Margaret
Smith, Mose
Smith, Paul
Smith, Forrest
SMITH, ROLLA OTIS
Smith, Robt. Guy
Smith, Sidney A.
SMITH, URIAL CHESTER
Smith, Vivian
SMITH, WM. FRANKLIN
Smithly, Norman
Snazelle, Benny
Snead, Bessie
Snell, D.
SNELL, LAWRENCE B.
Snider, E. P.
Snyder, Gus (Spike)
SNYDER, LEWIS B.
SNYDER, WHITIE HAROLD
SOBEL, HAROLD
Solis, Fred G.
Sorbidet Sr., Henry
Sorensen, Arger
Sorger, Steve
Sothern, Georgia
SPARKS, CHAS. ADDISON
Sparks, Blaine
SPERRY, CHAS. HERBERT
Spittlehouse, Maurice
Spring, Tony
SPURLOCK, JAS. C.
St. Claire, Jeanne
STACK, PORTER GRAY
STALLARD, CHAS. FAYETTE
Stancak, Frances G.
STANLEY, CHAS. WARREN
Stanley, Mrs. Jean
Stanley, Jos.
Stanley, Mrs. Rose
Stanley, Stephen
Stanley, Stan
Stanton, Dr. L.
Starck, Nick
Starr, Judy
Starr, Belle
Steadman, Lennie
Stearns, Ruera B.
Steidler, Johnnie
STEEL, STARR
Steele, Buck
Stein, Chick
Stein, Lee
Steinburg, Wm.
Stelz, Henry
STEPHENS, ULYSSES FINDER
Stephens, Vernon
Sterner, Elmer E.
Stevens, Homer G.
Stevens, John Vonnaced
Stevens, Johnnie F.
Stevens, W. C.
Stevens, Wallie
Stevens, Margo
STEVENS, LLOYD T.
STEWART, JACK ALEX
STEWART, VINCENT DAVID
Stier, Lewis L.
STINSON, JACK
Stine, Lee
Stipanovich, Milton
STOCKTON, FRED TAYLOR
STONE, CHAS. ALBERT
Stone, Geo. B.
Stone, Phil
STRATTON, WM. H.
STRATAKOS, LOUIS
Stratton, Louis
Straus, Frankie
Stringham, Mrs. Florence S.
Struck, Ed
Strauble, Albert J.
Stubbe, O. F.
Stuart, John H.
Studebaker, Paul
Studert, Wm.
Sullivan, Leo Bryan
Sumner, Benny E.
Sunbrock, Larry
Sundstrom, John E.
Sutton, Anna
SUTTON, KENNETH
SUTTON, WILLIE W.
Swan, Mrs. W. L.
Swartzlander, L. E.
SWISHER, GERALD B.
Swor, Bert
SWORD, BOOTS W.
Sword, Jack
Sylvester, Frank
SYLOW, JAMES
Taber, Harry R.
Taggart, Mamie Geo.
Tailor, Joe (Sherrie)
Tarbell, Sal
Talbott, George
Talley, Ken E.
Tallman, Jack
TALOR, CARL H.
Tarbox, Max M.
TARNOWSKI, JOHN E.
Tarr, Ernest
TAUBER, SIDNEY
Taylor, Alma
Taylor, Chas. A.
TAYLOR, CLARENCE HENRY
TAYLOR, CLARENCE L.
Taylor, Iris
TAYLOR, JACK ROBT.
Taylor, Mrs. Katherine
Taylor, Raymond
Taylor, W. E.
TAYLOR, WESLEY ALLEN
Telford, Ted
Tenney, Harry
Tenold, Frank
Terrill, Henry
TERRY, CHESTER
Texas Mex Animal Side Show
Thaeler, Dandie
Thelin, Beverly L.
Thelis, Ted
Thomas, Charlie Bingo
Thomas Bros., Jack (Doc)
THOMAS, JAMES
Thomas, James A.
Thomas, L. L.
THOMAS, LEE
Thomas, Olive
Thomas, Pete
Thomas, Tommy
Thompson, Mrs. E.
Thompson, Mrs. M.
Thompson, Mabel
Thompson, Pauline
Thompson, Ruth
Thompson, Wanda
THOMPSON, WM. THORN
Thompkins, Richard D.
Three Parsons, Charlie
Thunder-Cloud, Chief
TIDMORE, NAY CLARK
Tidwell, Tommy
Tinney, Alberta
TIPTON, GEO. EDW.
Tollin, David
TOMES, WM. ERI
TOMLINSON, VIVIAN PORTER
TORNOWSKI, JOHN E.
TOWNSEND, CLIFFORD LEROY
TOWNSON, ROBERT
Travis, Ted
Trent, Paul
TREGONES, NICHOLAS C.
Troutman, Ross
Truehead, Marvin
Tucker, Tommy
Turner, Rochelle
TURNER, CHAS. LEWIS
TURNER, WALLIE
TURNER, WILLARD EMERY
Tyler, Carl E.
Tyson, O. H.
Ulmer & Jane
UHLIAR, MRS. ELIZABETH
Underhill, Howard
Valentine, Geo.
Valliere, Walter
VanBuren, Reginald
VAN CAMP, ARTHUR JOHN
Van Cellotti, Peggy
VanDELINDER, LAWRENCE A.
Van der Wall, Capt. Eric
VanVlaenderen, George
VAN HORSSEN, LAWRENCE E.
Van Hoesen, Marshall
Van Sickle, Roy J.
Valentine, Howard R.
Vance, Louis & Blackie
VanderKoor, H. E.
VARNER, GRANT EUGENE
Vawter, Junior
Venable, Bill
Velarde, H. E.
VERNON, LLOYD GEOFFREY
Verner, Leslie
Vest, Graham L.
Vickers, Vernon
Vickery, L. B.
Victory Players
Vincent, Rome
Vitali, Joe
Vogstad, George
Vohs, Bill
VOGSTEAD, KENNETH
Volen, Bill
VonRheindorff, Mrs. Eva C.
VOPSTEAD, KENNETH
VOYLES, DOUGLAS WAYLAN
Walston, Mrs. Bertha
Wallenski, Mrs. Lucille
Walker, E. B.
WALKER, HOWARD R.
WALKER, JAKE
Wall, B. M.
Walter, Bob Paul
WALLACE, CECIL EUGENE
Wallace, Wm.
Waller, Anna
Walsh, Jack
Walterson, Lloyd
Ward-Bell Troupe
Ward, J. Robt.
Ward, R. T.
Ward, Mrs. Margaret G.
Warren, Hugh C.
Warren, Johnnie Bright Eyes
Warren, R. A.
WASHBURN, BERNARD CARL
WASHINGTON, JOSEPH
WASHINGTON, LEROY
Waters, J. A.
Watkins, Bagline Fred
Watkins, Jas. M.
Watkins, Mark
Watson, Jack
WATSON, JOHN BARNER
Way, Prof.
Weand, Jane
Weber, Mrs. Jackie
Weber, Mollie
WEBSTER, EARL CLARIS
Webster, Gene
Weeks, D. A.
WEINMANN, GEO. LAWRENCE
Weiner, Sam
Weinstein, Julian P.
Wells, Harry
Wells, J. C.
Wells, Sam
Wendler, John
Wentz, Geo.
WESLEY, GEORGE
West, Paul & Marie
West, Leon
West, Ray & N. L.
Weston, Ethel & Lewis
Wayle, Ed
Whelan, Paul
White, Fred E.
White, Geo. D.
White, George (Stoneman)
White, John Jas.
White, Jasper O.
White, Prof.
White Hawk, Billy
White, Sol
Whiteman, Peggy
Whitesides, Ambrose H.
Whitler, Arthur
WHITNEY, JAS. JOHN
WHITSETT, GEO.
WHYTE, FRANK AUBREY
Wicks, Dorothy
Widden, W. F.
WIGGIN, JAS. EDGAR
Wilbert, Louis A.
Wilke, Clyde
Wilkey, Mrs. Lela
WILKINSON, ROBT. L.
WILLARD, VERNE CLYDE
WILLIAMS, JAMES
Williams, Robert
Williams, Bud
Williams, Mrs. Alma
Williams, Earl
Williams, Fred X.
Williams, Irene K.
Williams, Jeanne
WILLIAMS, JOSEPH WARD
Williams, Louise
Williams, Shaw
Williams, Steve Pipo
Williamson, Al
Williamson, Harold Al
Willow, Hester
Wilner, John
WILSON, ALFRED JONES
Wilson, Dutch
Wilson, Frank
WILSON, FRED
WILSON, HARRY JNO.
Wilson, James Dingo
Wilson, Jim (Life Show)
Wilson, Mrs. May Lawrence
Wilson, Ray
Wilson, Mrs. Wm. M.
WIMMER, ORMAN RUDOLPH
Windsor, Harvey
Winkler, Carlton
Winslow, Eddie
Winters, Sally
WIPF, ROBT. D.
Wimmer, Mrs. Mabel
Wise, H. R.
Wolfe, Billie L.
Wolfe, Jack
WOLLARD, ROBT. LEE
WONG, GEORGE W.
Wong, Jay
Woodall, Geo.
Woodley, F. J.
Woodards, J. G.
WOODARD, RAY
Woods, Jane
Woods, Mrs. Bert
Woods, Frank
WORTHLEY, HAROLD
Wozniak, Frank
WRAY, JOHN HENRY
WRIGHT, HENRY BROWN
Wright, Jimmy Oral

Notice, Selective Service Men!

The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

Neem, Pete
Nelson, Albert
Nelson, Elda
Nelson, Katherine
Nelson, Vivian
Newman, Norman
Newton, Bill
Newton, Mrs. H. V.
NICKEL, LAWRENCE EDW.
Nickerson, S. W.
Nix, Bill
Nixon, James
NOLEN, ELMER ROLLEEN
Nolte, Mrs. Martha
Normandin, Gerard
North Coast Shows
Norton, David J.
Norton, Frank A.
NORTON, RALPH JAS.
Novarro, Monte
Nunes, Evelyn
Null Jr., Ernest
O'BRIEN, MICHAEL
O'Brien, Sailor (Baby Giant)
O'Connor, Danny (Pudlin)
O'Malley, James Irish
O'Neil, Frank J.
O'Neil, Sally
O'Sabinlay, Major
ODAS, JOS. FRANCIS
Oderkirk, C. J.
OGLE, DOUGLAS
Ogle, G. W.
Ogilbee, John
OHMAN, THEODORE H.
Oliver, Mrs. Polly
OLLIVIN, EDWIN H.
Onatta, Mike
Onofrey, Betty
Onyx the Clown
Orman, Frank A.
ORNEALLAS, JOS. GOMEZ
Ortman, Aerial
OSBOURNE, PAUL JENNINGS
Ostlie, Orvin M.
Overley, Callie E.
Owens, Buck
OWENS, GERALD RUFUS
Owens, Whitey
PADGETT, JOHNNIE EUGENE
Page, Al
Page, Mrs. Ida Belle
PAGE, PAUL EDWARD
PHILLIPS, RAYMOND B.
Phillipson, David
Piacentine, Frances
Pickel, Alexander
Pickering, Valere
Pickett, Bolly & Verna
Pierce, Mrs. Lucas E.
Piercy, B.
Pierson, Oscar
PIETRAS, WALTER J.
Pikulik, Max
PIKE, WM. DAVID
Pitman, Snooker
Plato, Herman
PLEVEN, LOUIS
Ploeuff, Wilbur
Polling, Mrs. Charles
Polk, Mrs. Bessie
Polk, Ollie
POMPONENI, ANTHONY
PONTIUS, KENNETH WM.
POOREE, ROSCOE
PORTER, CLYDE ROGER
Powell, Mrs. Irene Voss
PRENCHAK, MICHAEL
PRESNELL, ALEXANDER
Preston, Mona
Price, Edna
Price, Ray
Price, Theresa L.
Prichard, Mrs. Rubin
Priddy, F. M.
Priest, V. C. (Slim)
Puckett, Roy
Pugh, George
PURCELL, LEWIS WM.
QUEEN, JAS. ALEXANDER
Quigley, Evelyn
Quinly, Grady
QUINN, CYRIL H.
Rae, Don
Ragsdale, Lord Smith
Rainey, F. R.
Rainey, Phil
Rain-in-Face, Chief
Ransom, Bessie
RAMEY, HARRY E.
Ransom, Jack
RANA, BILL
Ranger Rodeo
RAPER, ARNOLD
Ratzel, Enoch
Roark, Mrs. Chas.
Roberts, B. C.
Roberts, Dorothy C.
Roberts, Earl
Roberts, Fats
Roberts, G. S.
ROBERTS, GERALD H.
Roberts, Kermit Whitie
ROBERTS, STEVE
Roberts, Thayer
Roberts, Mrs. Velma Sharts
Robertson, Richard Chas.
Robinson, Alem
Robinson, Noah
Roby, Will
Rochelet, W. T. D.
Rochford, Blaine
Rock White, Eight
Rogers & Rand
Rogers, Mrs. Ann
Rogers, Chas. Buddy
ROGERS, CLIFTON REED
Rogers, Frank
Rogers, H. H.
Rogers, Harry
Rogers, Mervin Red
Roland, Oliver A.
Rollens, Mrs. Tex
Rollet & Dorothea
Romano, Charlie
Rose, Geoffrey Broken
Rose, Ida
Rosen, H. B.
Rosen, Mike
ROSENTHAL, SAMMY
ROSS, BARNEY D.
Ross, Chas. Automobile
Ross, Hal J.
Ross, Jack
Ross, James C.
Ross, Little Stanley
Ross, Mayfra Patricia
Rossi, Joe
ROTH, CLARK H.
ROURKE, ELLIS FRANCIS
Rowe, W. Y.
Rowland, Oliver A.
Royal, Hubert
Rucker, Henry
RUCKER, JOHN H.
RUDER, CLEVE
Ruhl, Warner H.
Russell, Bert
Russell, James Rusty
Russell, Melba
Sells, Bobby
Sells, Tiny & Jack
Seff, Edwin
Sewell, Dave
SHAFER, CHAS. CLAUDIUS
Shaffer, Jack
SHANNON, BERT
Shannon Jr., Harry
Sharp, Bettie
Sharp, May
SHAPIRO, HAROLD H.
Sharkella, C. Edw.
Sharkey, Russell
Sharp, Curtis
SHAW, FRANK WEST
SHAW, WM. MILTON
Sheaffer, Anna
Stafford the Magician
Shelton, Pearl
Sherman, Joseph
SHERWIN, HARRY LAWRENCE
Shoemaker, Robt. P.
Shore, Mrs. Peggy
Shottle, Cass
Showalter, Harry Edw.
Shrout, Robt. J.
SHUFFIT, RAYMOND
Shultz, Charley
Shuman, Billy
Shurman, Odella
Sievert, Mrs. Olga B.
Sigel, Mrs. Ruth
Silverlake, Mrs. Bernice
Silverlake, Mrs. Billie
SIME JR., GORDON P.
Simmons, Margie
Simon, Lee
Simpson, Willie
Simons, Homer H.
SIMONS, LEON J.
Sims, Doyle Jas.
Sinkey, Mrs. Ida
Sink, F. J.
Sizm, R. H.
Skewes, Samuel
SKERUNK, JOHNNIE
Sky Larks, The
Skyles, Herbert E.
Skyrockets, The Three
Slades, R. L.
Slate, G. B.
Slicker, F. R.
Slosser, Wm.
SMALES, ARTHUR L.
Small, Shirley

(See LETTER LIST on page 56)

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Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

War Items Dominate Easter Week Business

Patriotic trend apparent everywhere — buttons, pins, badges in demand

NEW YORK, April 11.—There was a gala Easter parade on Fifth Avenue and other leading and lesser known thorofares as Mr. and Mrs. Average New Yorker and their offspring put on one of the most colorful shows of recent years in their holiday finery. The patriotic influence was evident everywhere and one inspired gal blossomed out with an accurate replica of a three-deck battleship as a hat. Others, while not going to this extreme, prominently displayed red-white-and-blue items.

Easter week crowds of record size swarmed into the city, to the delight of pitchmen and street workers who did a brisk business in patriotic items as well as staple novelties. Broadway and the streets leading to Radio City were jammed; and there was heavy traffic on renovated Sixth Avenue. A particularly heavy influx of out-of-towners was noted and business was further aided by the fact that the weather was clear and mild.

MacArthur Button Strong

Badgeboard workers reported better than average business with the demand particularly heavy for General MacArthur buttons. The fighting general is the No. 1 man in the heart of the public today and all the buttons reproducing his likeness enjoy a ready sale. Some just reproduce his picture against a patriotic background in colors while others are more pretentious in design. But all of them click with the public.

MacArthur banners are also finding a ready sale, according to reports, and workers during the week reported very good results with a new item, luminous patriotic lapel emblems. This new item has every indication of being a winner. The lapel emblems, showing a red, white and blue Forget-Me-Not flower, centered in a large luminous-coated disk, glow in the dark and create a novel effect. Workers report the emblems went over well with the holiday crowds during Easter week.

Patriotic Items

Other patriotic stand-bys, including the many Remember Pearl Harbor pins, brooches, pennants and banners, were well received. Flag items, too, were popular. One thing is apparent from the steady demand for patriotic items—the public is showing a united and determined spirit in these critical times. And another important point for workers who handle patriotic items is that the saturation point has not been reached and will not be reached for the duration. Each new item, if it has eye appeal and timeliness, is bound to click with the public.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Our Oklahoma correspondent reports: "Altho salesboards and other games in which awards are offered are illegal under the anti-lottery laws of Oklahoma, Dan Webster, owner of a lunch counter at a bowling alley here is doing a good biz and at the same time he's boosting the war effort.

"Webster, who says: 'I'm too old to be much good to Uncle Sam as a fighting man, but at least I can help finance the war effort,' has sold five War Bonds with his salesboards. Here's how he works it: Webster buys one salesboard for 25 cents and sells the chances at 25 cents each. When the board is sold out Webster has exactly $18.75 with which he buys a Defense Bond and awards it to the person who selected the lucky name. Dan doesn't make a profit from the biz. It costs him a quarter each time he gives away a defense bond, but he feels he's doing his part and doesn't mind giving up that quarter.

"Dan isn't worried about getting into trouble with the authorities because several of his 'officer friends' have offered to pay his bond if he's arrested and 'a couple of attorneys have offered to defend me if anything happens.' Webster believes every lunch-counter man in the State should follow suit with an eye toward helping Uncle Sam."

This is one man's way of contributing his effort and ingenuity toward the sale of bonds. We can all do our part in the same direction . . . where there's the will, the way can always be found.

* * *

Fur coats are still in demand, according to reports we receive from the Midwest. Despite the fact that spring is here—at least according to the calendar, the it is snowing outside while this is being written—and milady will not have to wear a fur coat until next winter, it is quite possible that she or her boy friend will continue to patronize boards in the hope of winning one. Extensive advertising by manufacturers and retail stores has impressed John Public with the idea it is smart and prudent to buy clothes off season. Big savings and real buys may be made that way. Therefore it is not surprising that the consumer should be willing to try for a garment on a deal, even tho, if he connects, he may have to store it in camphor for a while.

* * *

We hear that Standard Sales is still going to town with its Candid Camera deal. Here is one item that apparently will never play out as a producer . . . it is one of the real bread and butter giveaways.

* * *

HAPPY LANDING.

Circus Comes To Big Town

NEW YORK, April 11.—The Ringling extravaganza has come to the big town with spring and all roads lead to Madison Square Garden. Pitchmen, streetmen and novelty workers are in for a gala season for the duration of the engagement. This season the circus is booked for 32 days, with close set for May 10. This is the longest local run of recent years.

All the old staples are expected to do well, added to which is the fact that patriotic items will garner additional cash. Canes, whips, pennants, novelty hats, comic items, balloons and similar items, in addition to staple circus novelties, are expected to be in even greater demand than in former seasons. It appears that the boys who have been quietly making preparations for weeks are all set to garner in some of the circus audience cash.

Metro Manufacturing Company's offer of its new catalog has met with a very fine response from jobbers, according to Sid Finkelstein. The catalog is very complete, profusely illustrated, and has an attractive multi-colored cover which lends it additional appeal. Finkelstein reports the catalog is free for the asking.

Official Move For Standard Service Flag

WASHINGTON, April 11.—A legislative measure of particular interest to the merchandise fields has been introduced in Congress. The measure, offered by Mr. May, congressman from Kentucky, advocates the adoption of a standard design for service flags. It has been referred to the Committee on Military Affairs for consideration.

The proposed measure reads:

To authorize the Secretary of War to approve a standard design for a service flag:

Be it enacted, etc., That the Secretary of War is authorized and directed to approve a standard design for a service flag, which flag may be displayed in a window of the place of residence of relatives who have a member of the immediate family serving in the armed forces of the United States during the current war.

Merchandise men, and especially those interested in flags and banners, would like to see the measure enacted into law because it is felt the standard size would be beneficial.

BINGO BUSINESS

By JOHN CARY

IN THESE DAYS, when the bingo operator can prosper as a result of the defense and war boom and the consequent loosening of cash, there are certain men in the field (and only a small minority, we are glad to say) who can only best be termed as "get-rich-quick artists" with a false sense of values. These gentry can be found in every business field and their methods of operation are almost identical.

In their anxiety to get rich at the earliest possible moment, operators in this class inevitably make the fatal mistake of putting up a lot of merchandise that is not what it is supposed to be. They are past masters in misrepresenting values and, while the merchandise has good flash, it has nothing solid underneath. Resorting to these methods in the bingo field today is tantamount to suicide for the operator.

The individuals who make up the average bingo audience are average citizens, yet they have a there sense of values. This is particularly true of the ladies. After a lady leaves one of the games that specialize in misrepresenting merchandise and carefully examines the so-called lovely gift she has won, she soon realizes that she has been taken over the hurdles.

While the unscrupulous operator may have pulled the wool over the eyes of the hypothetic lady in the case, he has also sealed his own operation's doom as well. The woman who has been duped will never go back to his game again. And, furthermore, women talk—and how they can talk when they become angry!

It just takes one woman, victimized by receiving misrepresented merchandise, to kill an operator's bingo games in her locality. She will tell her friends, and her friends will tell theirs and so on in an endless pyramid.

We've brought this subject up at this time to point out that it never pays to misrepresent merchandise. The wise bingo operator knows that his success or failure lies in his ability to gain and hold the good-will of the bingo fans. An honest operation, run efficiently and offering extra features from time to time, is bound to prosper because of the selfsame talkativeness of women. Their word-of-mouth advertising will always react in the operator's favor if patrons receive fair treatment and a genuine effort is made to give a good evening's entertainment.

Pennsy Picture Is Very Bright

PHILADELPHIA, April 11.—Merchandise houses here are heartened by the report of the local Chamber of Commerce disclosing that Philadelphians are collecting $40,000,000 in pay rolls weekly and that the population here has pushed well beyond the 2,000,000 mark. It is all attributed to the tremendous war production now in progess. The chamber conducted a survey of the expanding Philadelphia market for groups of national advertisers.

Since June, 1940, $1,735,853,000 in war production contracts have been awarded to Philadelphia firms. Plant employment has increased 46 per cent. "As a market, sales potentialities in Philadelphia have increased proportionately," according to Norman P. Hall, director of the chamber's research bureau. "It is conservatively estimated the population will approximate 2,130,000. Of even greater significance is the increase in the quality factor in the Philadelphia market. In 1940 the total annual spending income was $1,500,000,000. Today the annual spending income is approximately $2,500,000,000, and the normal weekly spendable income in this city has reached $40,000,000."

The chamber report comes on the heels of the Easter buying period, the best in more than a decade. Retail sales approximated $93,000,000, indicating that there are still plenty of things to be had. All stores were well stocked for the Easter trade and report that they are still stocked with merchandise of every description with but one or two exceptions.

Local wholesale merchandisers point out that it doesn't require any master mind to figure the value of Philadelphia consumer market for those with things to sell. And the peak of the city's productivity, employment, pay rolls and *(See Pennsy Picture Bright on page 52)*

Bingo Bill Aims To Ban Frauds

ALBANY, N. Y., April 11.—In an effort to overcome the wave of bingo game frauds, Assemblyman Frank Caffery, Buffalo, N. Y., has sponsored a bill which classifies as a misdemeanor the use of any card, implement or other apparatus not provided by the establishment conducting a bingo game. While the measure aims to protect cash bingo games, it still has interest for merchandise bingo operators, especially those who offer more expensive major awards.

It is felt that the measure, providing penalties for violation, might act as a deterrent and reduce the number of fraudulent winners. The newspapers thruout the country featured a number of cases not so long ago showing that well-organized groups, equipped with all the necessary essentials, had duped bingo operators.

Caffery's measure, if it is passed, would sanction the insertion of the following section in the penal law:

"It shall be unlawful for any person to use any card, implement or other apparatus when participating in the game commonly known as bingo in any theater or other establishment offering participation therein as a part of its program, unless such card, implement or other apparatus be furnished by the theater or other establishment conducting such games. Any person violating the provisions of this act shall be guilty of a misdemeanor."

If the bill is acted on favorably it would become a law September 1 of this year.

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—MacARTHUR BUTTONS—

Buy 100 or 1,000,000

Printed in color with a clear picture of MacArthur. Every button comes completely pinned. WIRE ORDERS FOR IMMEDIATE SHIPMENT. 100 ... $1.25

BENGOR PRODUCTS CO.
578 BROADWAY, NEW YORK, N. Y.

BINGO SUPPLIES

JOBBERS: ATTENTION!
The newest . . . most complete
BINGO CATALOG
ever printed is just
OFF THE PRESS!
Write for Your FREE Copy Immediately.
JOBBERS: Your Name Is Imprinted on the New Catalog for You.
"IF IT IS BINGO EQUIPMENT OR SUPPLIES—METRO MUST HAVE IT!"

METRO MFG. CO. 127 W. 25 St., New York City

MAN'S WRIST WATCH

American made in 6/0 Size size. Chromium plated case. Curved back. Silvered dial. Unbreakable crystal. Leather strap or link bracelet.

BB705—Each Single $2.05
In Lots of 50—Each $1.95
Send for New Catalog.

ROHDE-SPENCER CO.
223 W. MADISON CHICAGO, ILL.

ORIGINATORS OF THE GENUINE
INSECT REPELLENT Lamp
to Keep Mosquitoes and other Insects Away
—and—
DOCTORS SAY VERDARAY
to Conserve Vitamin A and Reduce Fatigue
FREE Literature · SAVE ELECTRIC · Toledo, O.

WHOLESALE CATALOG FREE

For Salesmen, Dealers & Agents 260 thrilling pages, showing over 4000 opportunities to make money. Household goods, display card items, Wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting book for salesmen, agents and dealers. Address a postal card to address below and request a copy of this Book of Opportunity, NOW. No charge for it.

SPORS CO., 442 Lamont, Le Center, Minn.

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose addressed and stamped envelope for prompt reply.

Perfumes

Perfumes always have strong appeal as gift items, and it is said they offer one of the best means for quick profits. The Joseph Hagn Company is offering high grade perfumes in five distinctive odours. The perfumes come in eye-appealing drum-size bottles with ivory 22-karat gold-plated filigree decoration. The contents are Wetherbee's finest oil perfumes and include Belle (carnation), Shala (spicy), Tweet (woodsy), Knight of Armor (floral) and Victory (Oriental) fragrances. Glass applicators come with each bottle. The manufacturer reports that repeat sales are good since each sale makes another. The perfumes are also available in 1-oz. bottles.

Laugh Hits

Two novelties offered by H. Fishlove & Company have provided plenty of laughs for purchasers. Workers handling them have been able to make good profits, it is reported. One item, Tricky Dogs, shows dogs who go thru humorous antics. The dogs are made of plastic and mounted on magnets. The second, The Goose That Failed, with two plastic figures mounted on magnets, is also a riot. The firm has been noted for funny novelties, and these two have been termed laugh hits.

MacArthur Button

A General Douglas MacArthur lapel button, produced by Bud & Company, is yet another in the long list of MacArthur items. The button comes in red, white and blue, reproducing an attractive likeness of the country's hero. Across the top of the button appears the phrase: The man of the hour. This firm is also noted for its large selection of latest war slogans.

Honor Roll

An item that has particular appeal to establishments employing a number of workers, including factories, retail stores, etc., is the Honor Roll offered by Eighth Avenue Press. A 12 by 18-inch sheet reproduces the American Eagle and the shield insignia of the country. Across the bottom the legend reads: In the Service of Our Country. Space is provided for at least 75 names on the sheet. As men are called into the service their names are added to the list and a blue

ELGIN • GRUEN $2.95
BULOVA Start at

Take advantage of these reconditioned nationally-advertised watches in new '41-'42 cases. Each is smartly styled and guaranteed as good as new! FREE CATALOG, illustrated with the latest numbers.

STAR WATCH CO.
Wholesale Jewelers
124 S. 8th STREET, PHILA., PA.

HITLER-MUSSOLINI DOGS
SOLD IN PAIRS

We made Hitler-Mussolini Dogs out of a couple of hunting dogs. They're a scream. A sure hit wherever shown. To appreciate these get a pair now. Be first in your territory. Don't wait. They're hot. Size 5x7½ inches. Packed one each to carton.

SAMPLE PAIR POSTPAID
$1.50 PER PAIR
WRITE FOR QUANTITY PRICES.

CANNON

No. 6 Cannon—A proven repeater. Sells on sight. Size: 10x11 inches. 12 to a carton. Doz. $4.50. Gross $50.00.

SAMPLE POSTPAID
$1.00 EACH
WRITE FOR OTHER SIZES.

WE CARRY A COMPLETE LINE OF PREMIUM AND CONCESSION MERCHANDISE. WRITE FOR 1942 GENERAL CATALOG (READY SOON). ALWAYS FIRST WITH THE LATEST.

WISCONSIN DELUXE CORP. 1902 NO. THIRD ST. MILWAUKEE, WIS.

New! P.D.Q.
AUTOMATIC PHOTO MACHINE
Today's Big Money Maker!

Takes and Finishes Black & White, or Sepia Photographs
IN ONE MINUTE.

This amazing ONE MINUTE PHOTO MACHINE requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2½x3½ inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos. It's picture taking time. Carnivals, fairs, picnics, parks, beaches, street corners, back yards, porches—prospects and profits EVERYWHERE! Write or Wire for FREE Information.

Complete outfit costs about $60. That's all you Require to start This Big Money Business.

P. D. Q. CAMERA CO.
109 E. 35th St., Dept. BB-4, Chicago, Ill.

NOW!
Smash hits for "MUGGERS." Snappy, smart, colorful postcards for mounting. 1½ x 2 in. and 2½x3½ in. photos. Send $1.00 for liberal supply.

FORE-GROUNDS
7 "HOT" numbers. Comic billboards. 36x48 in. Adds $ $ $ to your profits. DETAILS FREE.

AMERICA! KEEP 'EM FLYING!
NO. 5563 RUBBER SUCTION CUP FLAG HOLDER SETS $10.50 PER 100 SETS

New type suction cup holder attaches quickly to headlights, windshield or other smooth surface on any car. No bolts or other attachments required. Made of black rubber with three evenly spaced holes holding flags as illustrated. Complete with three dark inch cotton flags mounted on sticks with gilt spear-heads.

Our new 1942 GENERAL CATALOG will be ready about May 1st. SEND FOR YOUR FREE COPY TODAY!

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

Park, Carnival, Beach, Resort Concessioners
MAKE "ACME" YOUR HEADQUARTERS. EVERYTHING YOU NEED—WHEN YOU NEED IT — PRICED RIGHT

New Bingo Novelties—New Plaster Items—Blankets—Clocks—Cheese—Lamps—Dolls—Engravers—Glassware—Silverware—Tinware.

A BIG VARIETY OF PATRIOTIC ITEMS

BANNERS — PILLOWS — TAPESTRY — WALL DECORATIONS — BUTTONS — PINS — PLASTER ITEMS — PENNANTS — JEWELRY. WRITE TODAY FOR FULL INFORMATION AND LISTINGS. State Your Business or What Concession You Operate.

1-day Service ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD. ST. LOUIS, MO.

GENERAL MacARTHUR BUTTONS AND SERVICE BUTTONS
One in Every Home—One on Every Lapel

General MacArthur Buttons. Actual size as Illustrated.

No. 3N562
Per 1000 . $9.50
Per 100 . $1.00

U. S. Rayon Flag Banners. Imprinted Red, White and Blue. Hemmed fringe on bottom. Double cover point stick through top end card for handling. Made in 2 sizes.

No. 48N55—Size 9x12-In. $2.00 Dozen.

No. 48N56—Size 12x17-In. $4.00 Dozen.

WE HAVE A COMPLETE LINE OF PATRIOTIC GOODS AND JEWELRY FOR ENGRAVING.

N. SHURE CO., 200 West Adams Street, Chicago, Illinois

COMPLETE STOCK OF PATRIOTIC GOODS

Order your needs from one house! Why shop around? Levin's offer you 55 years of Service and Price!

WRITE FOR EARLY BIRD CATALOG TODAY SHOWING PATRIOTIC GOODS AND SUMMER MERCHANDISE!

12 ON DISPLAY CARD N1634—Per Dozen 40c

LEVIN BROTHERS Established 1886 Terre Haute, Indiana

Copyrighted material

star is added beside their name. In the event of casualties a gold star appears opposite the name of the man who has given his life for his country. It is claimed that this item is a natural at this time and should bring ready cash to specialty workers who handle it.

Patriotic Statuette

The demand for patriotic items shows no sign of letting up, and it is reported that more and more items of this nature are being sold to the public. Turbidi Art Products, offering a 16-inch-high patriotic statuette, reports that the item has been very well received. It shows a determined Minute Man ready with rifle. It is said the statuette has received considerable favorable comment and that it is very attractive and in keeping with the high grade art novelties turned out by this firm. They have a large stock of bright, snappy and up-to-the-minute American items.

Medicated Foot Gloves

Pitchmen, demonstrators and medicine men are said to be cleaning up with the medicated foot gloves, product of Wilson Industries, Inc. It is claimed that this new patent discovery—not a medicine—is guaranteed to give relief. The foot glove is just that—a glove for the foot, with each toe going into a separate medicated pocket. The hygienic product can be worn with comfort under hosiery, it is said, and is the answer to a problem confronting many people each year. The foot gloves fight foot ailments and helps nature to overcome them. The gloves offer relief for itching, burning feet, blisters, athlete's foot, corns and other uncomfortable foot ailments, it is claimed.

PENNSY PICTURE BRIGHT

(Continued from page 39)

consuming increase has not yet been reached. Additional industrial activity is in the process of being created. Additional workers are being sought and brought here as fast as they can be found. It all adds up to the greatest boom this city has ever known, with more and more money in circulation, constantly increasing pay rolls and jobs. The $30,000,000 Easter period indicates heavily the reason for such a wave of optimism expressed here on all merchandising fronts.

PIPES

FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati, Ohio.

A lot of the boys are now pitching at the laps. Laps are needing some mod, no doubt.

MADELINE BEAGAN . . .
is in New York, looking chic and sporting a new fur coat.

BOB POSEY . . .
reports he made a short stop in Arkansas recently, then scooted thru old Missouri into Illinois. He is preparing to work factory gates, stores and sale barns. Says he is still enjoying his copy of the Spring Special issue of *The Billboard* and asks for pipes from Gummy Jack Currant, Shorty Treadway, Thomas Kennedy, James L. Osborne, Glen Bernard, O. E. Brown, O. S. Brooks, George Hess, Jack Halstead, Tim O'Day, Bert Cayton, Mary Cohn, the Sax brothers, Artie Cohn, Pat England, J. P. Sullivan and the Brownback brothers.

DO YOU REMEMBER WHEN . . .
Doc H. J. Hale worked only health books? When Al C. Rice was a jam man? When Slim Rhodes was a window demonstrator? When Art Cohn was the last jam man to work the Ionia (Mich.) Fair?

You can scare 'em and you can amuse 'em—but above all, "keep sellin' 'em."

ROBERT (DOC) HALLEY . . .
of astrology fame, has deserted the gang to become manager of the United Hotels Corporation.

FRANKIE VALE . . .
is still purveying steak solder.

JACK SMILEY . . .
former demonstrator and sheet writer, has located in Easton, Pa., where he is publishing a book known as *Hash-House Lingo*. The book carries the unusual slank spoken in diners, hotels and restaurants. Says that some of the boys are carrying the book as a side line.

JACK SCHARDING . . .
closed his place in Long Beach, Calif., and is en route to the Middle West. While passing thru Phoenix, Ariz., he met E. B. (Doc) Graham, of Golden West Med Company.

DOC C. M. SMITH . . .
of Becker herb fame, is located in the market at Oakland, Calif.

Cincinnati and Moscow are towns where the REDS are tops. Where is the top town for "red ones"?

JOHNNY O'CONNER . . .
one of the oldest in pitchdom, now 80 years old, is still pitching the lightning mathematic books.

PATRICK MULKERN . . .
at one time a pitchman, is now publisher of *The Hobo News*. "He talks to famous people now," declared Budha in a communication to the pipes desk, "but he still has plenty of time to stop and chat with pitchmen and read *The Billboard*.

P. L. RUSMISEL . . .
writes that he was erroneously referred to as Rusty Rusmeyer in a recent column. The item reported that he was at one time a "government investigator." Rusmisel denies that he has ever been an investigator and declares that he never knew anyone named Guy Petersen, the latter having supposedly furnished the pipe.

Worst joke I ever heard: "She wasn't a baseball player's daughter—how was she to know what a pitch was?"

RADHA HEATHERBY . . .
eyeful of pitch and stage fame, is dancing in Arizona night clubs.

TODY JOHNSON . . .
is winding up around Greenville, Tenn., where he has been since early January. Says he is signed up with the Dean Family until Uncle Sam calls him.

TOM KENNEDY . . .
jushes in from Pratt Falls, Wis., that he met up with his old pal "Count Seldom Skoff" there. The Count reports he has been busy trying to fix spots where the natives haven't had horn-outs or Hukem and says he's planning on using a bicycle this summer to beat the tire shortage. Skoff squared a reader with a town clerk, says Tom, by giving him two packs of bledos and a larry pen. He told the clerk the pen used a special kind of ink that he would send him from the next town. Kennedy recounts that Count Seldom Skoff recently suffered an inverted tonsil caused by a rusty table knife.

TOM DRAN . . .
has pulled out for Nashville from Greenville, Tenn., to get the platform outfit ready.

Dumbell Poem:
Pitchin' mod
Convincin' said
Spot is red
Family's fed.

BUDHA . . .
writes from New York to say that the town is opened and closed—or, in other words, there are certain hours when one must work. He says a good spot is in front of the Salvation Army on 14th Street. After 2 p.m. another good spot is near Third Avenue and 14th Street. From 7 p.m. on a good spot is the lot

Big Flag-in-Action Display

Sells Everywhere on Sight

COLORFUL FLAG WAVES REALISTICALLY. Chain stores, drug stores, cigar stores, taverns, offices, hotels and churches . . . everyone raves over this most gorgeous electrical display of "Our Star-Spangled Banner." A new invention gives spectacular off-on illumination to 1527 sparkling plastic buttons on all does front. Neatly framed in 17x10-in. wood frame. Plugs into 110 V. A.C. or D.C. Sells fast at $11.75 retail. Get in on the easy sales to patriots who want them now. No. 856—Sample $7.50 F.O.B. Chicago. In lots of six, each $6.50. In lots of twelve, each $6.25. Money-back guarantee. Return at our expense if not the best money-making item you have seen in months. Write or wire today. 25% Deposit, Balance C. O. D.

JOSEPH HAGN COMPANY
Exclusive Distributors
217-223 W. Madison St. CHICAGO

Velvet Embossed **PILLOW TOPS** Rayon-Satin Front and Back

IMMEDIATE DELIVERY ON STOCK NUMBERS—Thanks for the Fine Response to Our Last Ad

U. S. Army U. S. Navy U. S. Air Corps U. S. Marine Corps

Greatest selection of fast selling Pillow Tops for all promotions: Army, Navy, Marine and Air Corps camp names and insignias; Resorts, Fairs, etc. Velvet embossed, rayon front and back, two inch fringe, in assorted colors. Size 16"x18," plus fringe.)
STOCK PILLOW TOP PATTERNS (as illustrated—each Pillow Top in Individual Mailing Box) Bond 1/3 With Order, Bal. C. O. D.

$4.00 Per Doz. F. O. B., N. Y. Sample 60c

Special Designs and Insignias Created To Order On Gross Lots.

JOBBERS—Write for Our Special Jobber Deal.
MILITARY PROMOTIONS 1133 Broadway, New York

★PATRIOTIC and Novelty Brooches, Lapel Buttons, Insignias, Metal Scooter Auto Plates. Send $1 for Sample Assortment.
★PEARL HARBOR STICKERS—per 100—$1.50.
★FLAG SETS FOR AUTO, BICYCLE, WINDOW—With Suction Cup, 3 Flags, $1.60 Doz. Sets. 3 Flags with Metal Holder, $2 Doz. Sets. With 6 Flags, $2.50 Doz. Sets.
★PATRIOTIC BROOCHES & BUTTONS—Big Variety—80c per Dozen.
● PENCIL FLASH LITE—$2 doz.
● SUN GLASSES—MOTH CAKES—New Spring Items for Women Jobbers, House Canvassers, Premium & Salesboard Operators. Free Catalog. Write.

Sportmaster
1-BLADE KNIVES Regular & Midget 12 to Display Box $1.80

Include Dep. & Postage on all Mail Orders.
CHAMPION SPECIALTY CO., 814-R CENTRAL ST., KANSAS CITY, MO.

No Charge

SALESBOARD A B C's

for this excellent reprint from The Billboard. Article covers the salesboard field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today:

REPRINT EDITOR, THE BILLBOARD,
25 OPERA PL. CINCINNATI

Reprint Editor, The Billboard
25 Opera Place, Cincinnati

Please send me my free copy of Salesboard A B C's. You may send it to—

Name .....

Address .....

City ..... State .....

4-18

A PENNY INSIDE OF A MINIATURE GLASSBLOWN JUG

The first question arises, how did the penny get in there? Jug is 1½ inch high.

$1.80 per doz.
6 doz. for $10.00
1 gross for $18.00

With each doz. we furnish a neat little card with good luck reading:

As long as you have one, you'll never be without a cent.

1 doz. smallest quantity sold. C. O. D. shipments must be accompanied with 25% in cash.

LEO KAUL IMPORTING AGENCY
115-119 N South Market St. CHICAGO

FLOWERS FOR MOTHERS' DAY

Best Quality Cloth Carnations

No. 51—Cloth Carnations in Red and White—$25.00 per 1000; $2.75 per 100.
No. 42—Rosebuds in Red and White—$15.00 per 1000; $1.75 per 100.
Prepared Green Fern for Carnations and Rosebuds—Per Bunch 25c. Three Bunches Fern required for 100 Flowers.
Prepared Green Foliage for Carnations and Rosebuds—Per Lb. 35c. Two Lbs. Foliage required for 100 Flowers.
50% Deposit, Balance C. O. D.
Sample Box Carnations, Rosebuds, Fern and Foliage sent postpaid for $2.00.

FRANK GALLO
Importer & Manufacturer
1428 LOCUST ST. ST. LOUIS, MO.

ELGIN, WALTHAM, BULOVA

Renowned Guaranteed MEN'S WRIST AND POCKET WATCHES STARTS AT **$3.95**
Wholesale Jeweler Since 1918.
SEND FOR FREE CATALOG.
LOUIS PERLOFF
737 Walnut St., Philadelphia, Pa.

LUMINOUS BLACKOUT

Safety Items. They Glow in Dark.

	Doz.		Doz.
Gardenia	$1.80	Hat Band	$1.50
Arm Band	2.50	Plastic Ring	1.50
Victory Button	.75	Plastic V Pin	at .50
Sample Kit, One of Each			1.00

STROBLITE CO., Dept. B-4, 35 W. 52 St., N. Y.

BLITZ 'EM

A Game that will storm the nation—NEW! 10c seller—100 for $5.00; 250 for $10.00, postpaid. Sample 10c. 1/4 Deposit, Balance C. O. D.

L. HARRIS
P. O. BOX 387 CINCINNATI, O.

WANN'A MAKE MONEY?

Get in line and clean up with NEW COMIC FOLD LETTER. What the Joes can do to every American per 100—60c; per m.—$4.00. Sample assortments of fast selling Trick and Joke Items at $2.00 and $5.00. New April Fool Price List now ready. Write for your copy now. JOCKERR NOVELTIES, 136 Park Row, New York City, N. Y.

The Best Investment in the World Today Is U. S. Defense Savings Bonds and Stamps

at 14th and Fourth; another is at 15th and Union Square.

SOLA . . .
has an astrology stand in Woolworth's on Broadway, New York, and is reported doing a good business.

"PIPES AND MORE PIPES . . .
are needed," says Budha, asking the following to pipe in: Bart Pixley, Red Hallie, Buda Ray, the Count, DeGast, Krenshaw, McCarthy, Tommy Hay, Martin Awayer, Gilbert (the man who grows), Mary Reagan, Bill the Greek and Al Stein.

K. MAX SMITH . . .
drops a line from Piqua, O., to report that he is still in circulation and readying his equipment prior to opening outdoors May 1. "Had a successful Christmas season with demonstrations in Murphy's and Gimbel's Pittsburgh stores," he reports. "Spotted very few workers, even tho money was plentiful. Recently saw Ken and Greta Reynolds making good passouts, as usual, in Dayton, O., with their jewelry layouts."

Said one med worker to his audience: "Now all you guys who think you can beat up your wives without serious consequences to yourselves—leave now! You're strong enough without this product." They stayed!

PHILIP J. LANDAU . . .
is in Cleveland after spending the winter in Miami. Says he worked names and addresses on key checks and had a good season. After spending a week with his folks in Cleveland he's heading for Pittsburgh to work key checks. He says he also has Atlantic City booked.

Pitchin' is terrid
Doin' a strong red;
Seen a draft board
Now I'm pitchin' lead.

J. BOLAND . . .
scribbles a note declaring that it has been some time since any of the boys have heard from him. He quit pitching magic last summer at Woodstock, Va., and has since been doing a magical act in and around Washington. He is also doing a blackface skit entitled *Madam Lucille's Boarding* with Elida Morris Cooper, formerly of the big time. The skit goes on Station WWDC every Monday night from 9 to 9:30.

Pitchdom Five Years Ago

Doc George M. Reed was pitching in Terre Haute, Ind. . . . Ricton, "Barnum of the sticks," wrote from Garfield, Ga., that his organization was spending its fourth year under canvas. . . . Madaline K. Ragan, traveling in a new car to Houston, Tex., narrowly escaped death when automobile caught fire. . . . Sister Mary reported business improving in Long Beach, Calif. . . . Lew Masser quit pitching to go back to work as a shoe salesman. . . . Jim Ferdon was operating a store in Galveston, Tex. . . . Paul Hauck, jam and med man, was laying over in Detroit waiting for better weather and was repairing his canvas. . . . Jim Reed worked Detroit with soap. . . . Joe Steele was bringing hearty laughs in the Ike and Mike pitch store in Detroit.

Jimmy Burnell was working Lexington, Ky., with hones and paste. . . . Harry Corry was readying his jam auction store for one of the big shows. . . . Charley Montgomery, former pen and coupon worker, switched to the med line—making good in his first stand at Pineville, Ky. . . . Ed Rose took over Sergeant Frank Poulie's pitch store in N. Y. . . . Harry (Razor) Riley arrived in Hot Springs, Ark., with plenty of sheckles. . . . Mrs. Harry Howard and husband on sick list at Wartrace, Tenn. . . . Keyes Milton and two entertainers worked the farm sales in Southern Illinois splitting time with corn-punk worker Joe Clark. . . . Louis Hendry and James Krester were working the courthouse lawn in Pineville, Ky., with sharpeners and solder. . . . Glen Hall was working thru Southern Kentucky. . . . Doc Harry Murray was spotted in Boston. . . . Ross Dyar was readying his big med opry in Indianapolis. . . . Sam Lewis, of Boston, was in New York. . . . Morley Johnston was in Brevard, N. C. . . . English Tommy Evans, jam pitchman, was reported to have an auction store ready for Crowley United Shows. . . . A. Brady came thru with a pipe from Passaic, N. J.

Handkerchief Jack

By E. F. HANNAN

BEFORE the day of chain stores and high-priced cotton it was impossible for a salesman of experience to fail to make a good day's pay with handkerchiefs. A man who couldn't sell this item when handkerchiefs could be sold at 10 for a quarter couldn't sell anything. Years ago I often met Handkerchief Jack Curtis, who hailed from Chelsea, Mass., but got most of his mail at "general delivery on the road." Jack once blew into Bangor, Me., while the fair was on, hired a livery nag and democrat wagon, uncrated a huge packing case of stock and went to work on the fairgrounds.

A colored entertainer named Professor Baker happened along and Jack hired him to open his show. Baker's bird impersonations were so good that Curtis told him to stick around and to hand out plenty of entertainment. The professor got a good day's pay out of it and Jack said afterward that he earned it. That night Curtis deposited a good-sized bag of silver in the safe of the old Exchange Hotel for safekeeping.

The next day Jack appeared on the fairgrounds with hundreds of ties slung over his shoulders and again he sold out. Afterward, whenever I saw Curtis, he was working ties. I once inquired why the switch from handkerchiefs to ties and he replied: "It's impossible to carry a large enough stock of blowers the way I travel." He would have better luck today with a gas wagon.

Handkerchiefs are now out of the 10 for a quarter class, but ties still remain a very strong selling item. Recently I saw a salesman pushing them in a burlesque house before the show started. Doctors will tell you that many men have a tie complex; that is, if they see a good tie they must own it. This and the fact that it is not proper to go around without a tie help the business always to stay on the upgrade.

Events for Two Weeks

TRADE SERVICE FEATURE of The Billboard

April 13-18

ALA.—Attalla. Legion Convention, 11-18.
GA.—Atlanta. Livestock Show, 14-15.
Macon. Dog Show, 14.
IDAHO—Sun Valley. Snow-Spring Sports Meet, 16-19.
MISS.—Como. Livestock Show, 14-18.
MO.—St. Louis. Police Circus, 15-29.
N. C.—Asheville. Dog Show, 18.
OKLA.—Enid. Band Festival, 15-18.
PA.—Pittsburgh. Rodeo, 16-22.
S. C.—Greenville. Dog Show, 16.
TEX.—Beaumont. Dog Show, 19.
Mercedes. Livestock Show, 14-18.
Raymondville. Onion Fiesta, 13-18.
WASH.—Seattle. Dog Show, 18-19.
W. VA.—Wheeling. Dog Show, 19.

April 20-25

CALIF.—Sacramento. Horse Show, 25-26.
San Diego. Spring Fair of Modern Home Ideas, 18-24.
Saugus. Rodeo, 25-26.
GA.—Rome. Livestock Show, 21-22.
ILL.—Chicago. Olympia Circus at Stadium, 17-25.
Rock Island. Dog Show, 25-26.
IND.—Indianapolis. Home Show, 17-25.
LA.—Shreveport. Dog Show at Fairgrounds, 26.
MD.—Pikesville. Dog Show, 26.
MO.—St. Louis. Police Circus, 20-28.
N. Y.—Buffalo. Food Show, 20-23.
OKLA.—Guthrie. '89er Celebration, 21-22.
PA.—Altoona. Moose Circus, 24.
TENN.—Nashville. Iris Festival, 20-25.
TEX.—Dublin. Rodeo, 24-26.
VA.—Alexandria. Dog Show, 25.
Lynchburg. Dog Show, 22.
Richmond. Dog Show, 24.
Roanoke. Dog Show, 20.

Next Issue
LIST NUMBER
Will Feature the Following Lists:
FAIRS
COMING EVENTS
DOG SHOWS
FRONTIER CONTESTS
Order a copy from your newsdealer NOW or mail 25c in postage or cash to
The Billboard
Circulation Dept.
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Cincinnati, Ohio

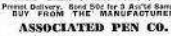
Sterling Identification Necklaces — Bracelets

A FULL LINE NOW READY!
Send $1.00 for 3 Sterling Silver Samples.
Complete Line Engraving Jewelry.
Write for Catalog—NOW!!
Bieler-Levine, Inc.
37 South Wabash Ave. CHICAGO, ILL.

BLACKOUT Safety KIT
Protects Persons and Property Against Accidents in Blackouts
NEW!!! SENSATIONAL!!! NECESSARY!!!
Glows and locates persons and objects in the dark.
SAMPLES (2 sizes) 10c and 25c
Agents and Jobbers wanted. Write for wholesale prices.
MACKLEY TRADING CO. 1261 B'way N. Y. City

ENGRAVING AND WIRE-WORKERS PEARLS

Imported and Domestic Shells. Largest Producers. Lowest Prices. Same-Day Service.
SEND $1.00 for WIRE WORK ASSORTMENT—15 Pieces
SEND $2.00 for JEWELRY ASSORTMENT—15 Pieces
MURRAY SIMON 109 So. 5th St. Brooklyn, N. Y.

DOUBLE ACTION PLUNGER PENS

Black, $18.00 Gross; Pearl Colors, $21.00 Gross (Fitted with Durium Points). Mechanical Pencils—Black, $14.00; Pearl, $15.00
Prompt Delivery. Send 50c for 3 Ass'td Samples
BUY FROM THE MANUFACTURER
ASSOCIATED PEN CO.
45 East 20th St., N. Y. C.

ZIRCONS Genuine White Diamond Cut 3 for $2.75
Blue or Brown Zircons—$1.25 per Carat
ZIRCON RINGS SOLID GOLD Ladies or Gents $4 to $8 EACH
B. LOWE, BOX 311, ST. LOUIS, MO.

REX HONES 3c Each
Now Less Than $5.00 a Gross
Send $1.00, Bal. C. O. D., Plus Postage.
Each Hone in flashy silver box, priced 50¢. A real fast-cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up. ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-4, Chicago, Ill.

Get Ready Now!
"Mother Pins"
for Mother's Day!

MOTHER-OF-PEARL PINS
Over "20" Styles
Get set now—with the hottest Mother Day item of them all. Rolled gold wire "Mother-of-Pearl" Pins. Priced remarkably low for volume sales; over 20 new styles. Write or wire for special "Pearl Mother Pin Circular" today!
BIG MILITARY JEWELRY LINE!
For a complete line of Military Jewelry—Rings, Lockets, Compacts, etc.—write for Catalog M42 Today!
HARRY PAKULA & COMPANY
5 N. Wabash Ave. - Chicago, Ill.

GOOD BUYS
RAZOR BLADES. 3 qualities. 100 Blades .... .40, .50, $0.85
NEW ASSORTED WAR SLOGAN BUTTONS. 100 Buttons 1.10
VICTORY PINS. Gilt. What a seller. Gross 1.45
MEN'S POCKET COMBS. 5 inches. Good seller. Gross 2.95
All orders must be accompanied by deposit or full payment. 26 years of value giving in Novelties, Notions, Gifts, Premiums and Sideline Merchandise. 192-page catalog sent with shipment.
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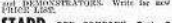
WORLD'S LOWEST PRICED WHOLESALERS


FOUNTAIN PENS
NOW! New Winchester line. Push-Button, Lever-Fill Combinations. Ideal for pitchmen and DEMONSTRATORS. Write for new PRICE LIST.
STARR PEN COMPANY, Dept. O 500 N. Dearborn, Chicago

ELGIN & WALTHAM
REBUILT WATCHES $1.75 Wholesale Only
7 Jewel, 18 Size, in S. H. Engraved Cases, at
Send for Price List. Money Back if Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.
113 N. Broadway St. Louis, Mo.

GET IN THE BIG MONEY!
WALKIESNAP CAMERAS
for Sidewalk Photos, complete with Card Recording Equipment. $89.50. Ready to go.
BASS CAMERA COMPANY
Dept. BL
179 West Madison St. CHICAGO

MEDICINE MEN
Write today for new wholesale catalog of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St. Columbus, Ohio

SUBSCRIPTION MEN
Make more money selling this flashy, specialized Farm Magazine. Attractive $1.00 deal. Sells fast at farm sales, carnivals, shows and on rural routes. Experienced men wanted anywhere north or east of Missouri River. List publications previously worked and territory you expect to cover. Write H. M. CURLEY, Manager of Agents, Room 311, Sandstone Bldg., Mount Morris, Ill.

THE REAL MacARTHUR BANNER
Lustrous Satin, 9"x12", 1" Gold Fringe, Spearheads and Tassels. 5 Beautiful Colors.
DOZEN $2.00 GROSS $19.50 Sample 25¢ #GBM
GEN. MacARTHUR WINDOW DISPLAY PICTURE
"A Salute to Gen. MacArthur"—an artistic 4-color drawing on heavy stock, 10"x13". A beautiful picture of our man of destiny.
DOZEN $1.00 GROSS $10.00 Sample 15¢ #STM
BE THE FIRST IN YOUR TERRITORY! 1/3 deposit with order, balance C. O. D. More than 20 other patriotic banners and pennants. Write for circular.
LIBERTY PRODUCTS, Dept. I, 277 Broadway, New York, N. Y.

Tyrrell Gets Contract for Legion Soldier Field Show

CHICAGO, April 11.—Phil Tyrrell has been awarded the contract for attractions for the annual July 4th celebration to be held at Soldier Field under auspices of Cook County Council of the American Legion. Deal with Tyrrell was made by the sponsoring committee thru Russell W. Root, executive chairman, and Leonard A. Olson, program chairman. This year's show will be titled *Valley Forge To Victory* and will present a patriotic story of America's history.

WAR FUND COMBO

(Continued from page 3)

of the National Association of Amusement Parks, Pools and Beaches to endorse the plan and urge its members to participate. Goal is $300,000, less than the $750,000 to $1,000,000 previously announced for Navy Relief alone from the outdoor amusement wing. In addition to Wednesday percentages, group intends to encourage other benefit shows. Hamid is getting to work on fairs, carnivals, circuses, etc. Campaign for "days" will be effective as of June 3 and will run thru to September 9.

Present at the Hamid conference were Arnold B. Gurtler, Elitch Gardens, Denver, former president NAAPPB; Norman S. Alexander, Woodside Park, Philadelphia; Jack Rosenthal, Palisades (N. J.) Park; Edward J. Carroll, Riverside Park, Agawam, Mass.; R. S. Uzzell, Uzzell Corporation; Edgar I. Schooley, Chicago revue producer; A. R. Eldred, Clementon Lake (N. J.) Park; Stanton Griffis, chairman special events committee of Navy Relief; Major O'Brien and Captain Thomas Smith, of the public relations section of Army Emergency Relief; Ted Deglin, publicity chief of Madison Square Garden, who is handling press for the Navy Fund, and E. E. Sugarman, New York general manager and indoor editor of *The Billboard*.

Under the plan the 10 per cent will not come off the top, other taxes such as federal and State to be deducted first. Local arms of the relief funds will co-operate, according to a spokesman, when hooked-up shows hit their town.

Major O'Brien and General Haskell are scheduled to confer with Hamid Tuesday (14) to formulate a definite plan and campaign for the Army's end. Hamid released text of wire sent him by Col. John Thomas Taylor, of the U. S. Army, in which he was invited "to act as adviser to Army Emergency Relief, Inc., in connection with the outdoor amusement field, and we feel confident that members representing parks, fairs, carnivals and circuses will gladly and generously bear their share of the great task before us." Co-operation of the show trade "will do much to take the load off the hearts of soldiers and their dependents," Colonel Taylor said.

INSURANCE

CHAS. A. LENZ

"The Showman's Insurance Man"

A738 INSURANCE EXCHANGE

CHICAGO, ILL.

WANT CARNIVAL

Well rated, A-1 attraction will be sponsored by the Business and Social Club, Inc., about Sept. 20. Show in enclosed Ball Park. Big pay roll. New bomber plant and second largest packing house industries. Give full particulars.

F. L. PETERSEN

4718 South 24th St., South Omaha, Nebr.

FOR SALE

Five Miniature Automobiles equipped for Miniature Track. Used two months. Practically new. Brig Stratton motor. Stored Atlantic City. Cost $300 each. Take $600 for the five.

F. W. WHITE, 3680 Coral Way, Miami, Florida.

WANT

Teeter Board and Acrobatic Troupe for Fairs. Other good Acts suitable for Fairs contact. No Animal Acts wanted. Send price, photos, full detail.

WILLIAMS AND LEE

464 Holly Ave. ST. PAUL, MINN.

ROUTES——

(Continued from page 14)

Samuels, Billy & Lawrence (Tower) Kansas City, Mo., t.
Schenk, Al (Kaliner's) Phila, re.
Scott, Hazel (Cafe Society Uptown) NYC, nc.
Scott, Margaret (Belmont-Plaza) NYC, h.
Seller, Jay & Lou (La Conga) NYC, nc.
Semon, Primrose (Hofbrau) Lawrence, Mass., nc.
Shadrach Boys (Queen Mary) NYC, re.
Sharon, Nita (Beachcomber) NYC, nc.
Shaw, Wini (19th Hole) NYC, nc.
Shea & Raymond (Earle) Phila, t.
Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc.
Shore, Dinah (Waldorf-Astoria) NYC, h.
Shore, Willie (Roosevelt) New Orleans, h.
Siegel, Al (State) NYC, t.
Sieman, Hank (Helsing's Vodvil Lounge) Chi, c.
Soyer, Ida (Rainbow Room) NYC, nc.
Spencer & Foreman (Buffalo) Buffalo, t.
Spot, Jack (Villa Madrid) Pittsburgh, nc.
Stanley, Irene (Le Poissonnier) NYC, nc.
Starns & Arnoven (Tower) Kansas City, Mo., t.
Stearns, Roger (1-2-3 Club) NYC, nc.
Stoker, Bill (Eddie's) Keyport, N. J.; (Alamo) Asbury Park 20-25, nc.
Stone, Al (Band Box) Hollywood, nc.
Stovanovsky, Arcadi (Russian Kretchma) NYC, nc.

VOCAL-INSTRUMENTAL QUARTETTE
THE STYLISTS
Featuring MARJORIE HYAMS
currently 20th Century Club, Philadelphia, Pa.
Pers. Repr.: Allan Rupert, 1697 B'way, N. Y. C.

Street, Christeen (Kentucky) Louisville, h.
Sullivan, Joe (Cafe Society Uptown) NYC, nc.
Sullivan, Maxine (Le Ruban Bleu) NYC, nc.
Sumner, Helen (Ivanhoe) Chi, re.
Suns, Three (Piccadilly) NYC, h.
Swan, Lyda (Russian Kretchma) NYC, nc.
Swann, Russell (Plaza) NYC, h.

T

Tamiris, Helen (Rainbow Room) NYC, nc.
Tarasova, Nina (Casino Russe) NYC, nc.
Taylor, Kay (Chez Paree) Chi, nc.
Thomas, Danny (5100 Club) Chi., nc.
Thompson, Arlene (Queen Mary) NYC, re.
Thon, Valerie (Palmer House) Chi, h.
Thornton, Hal (Cafe Howard) Bridgeport, Conn., nr.
Thorsen, Eric (Leon & Eddie's) NYC, nc.
Todd, Dick (Bowery) Detroit, nc.
Towne & Knott (Village Barn) NYC, nc.
Trio Tucktitaco (Havana-Madrid) NYC, nc.
Troy & Lynn (Colonial) Dayton, O., t.
Tufts, Sonny (Famous Door) NYC, nc.

V

Valdes, Vern (Wonder) New Orleans, nc.
Vallee, Edee (Jimmie Dwyer's Sawdust Trail) NYC, nc.
Vallees, Great (President) San Francisco 13-16, t.
Vaughan, Virginia (Beachcomber) NYC, nc.
Vestoff, Floria (Village Barn) NYC, nc.
Vine, Billy (Charles) Baltimore, nc.
Vocalones, Fourteen (Strand) NYC, t.

W

Wade, Bill & Betty (New Yorker) NYC, h.
Wade, Stuart (Waldorf-Astoria) NYC, h.
Walsh, Sammy (El Morocco) Montreal, nc.
Walton, Bert (Riverside) Milwaukee, t.
Walzer, Oscar (Fifth Avenue) NYC, h.
Ware, Dick (Bismarck) Chi, h.
Wayne, Iris (Charles) Baltimore, nc.
Wayne, Frances (Kelly's Stable) NYC, nc.
Weber Bros. & Chatita (Police Circus) St. Louis 14-20.
Weissmuller, Don (La Martinique) NYC, nc.
Wences (Capitol) Washington, t; (State) NYC 16-22, t.
Wesson Bros. (Orpheum) Minneapolis, t.
Whalen, Maurice & Betty (Leon & Eddie's) NYC, nc.
White, Danny (Iceland) NYC, re.
White, Jack (18 Club) NYC, nc.
White, Jerry (Bill's Gay '90s) NYC, nc.
Williamson, Herb (Log Cabin) Sault Ste. Marie, Mich., c.
Wilson, Charlie, Trio (Le Poissonnier) NYC, re.
Wirling Co-Eds (Tower) Kansas City, Mo., t.
Wood, Kirk (Leon & Eddie's) NYC, nc.
Wood Trio (Del Rio) Washington, re.
Woods, Napua (Lexington) NYC, h.
Woods, Johnny (Beverly Hills) Newport, Ky., cc.
Wyse, Ross (Paramount) Toledo, O., t.

Y

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc.

Z

Zorita (Famous Door) NYC, nc.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American Expo.: Mobile, Ala.
Anderson-Srader: Wichita, Kan.
B. & V.: Garfield, N. J., 16-25.
Bach, O. J.: Hoosick Falls, N. Y., 23-May 2.
Bantly's All American: Cumberland, Md., 20-30.
Barker: Cape Girardeau, Mo.; Flat River 20-25.
Barkoot Bros.: Toledo, O., 18-25.
Baysinger, Al: Chester, Ill.; Collinsville 20-25.
Bazinet: Minneapolis, Minn., 18-25.
Bee's Old Reliable: Lexington, Ky., 18-25.
Bill Joy: Villa Rica, Ga.; Dallas 20-25.
Blue Ribbon: Cedartown, Ga.; Harriman, Tenn., 20-25.
Bright Lights Expo.: Stony Creek, Va., 18-25.
Buck, O. C., Expo.: Silver Springs, Washington, D. C.
Buckeye State: Philadelphia, Miss.; Jackson, Tenn., 20-25.
Bullock Am. Co.: Monroe, N. C.
Burke, Frank: Bayard, N. M.; Carlsbad 20-25.
Byers Bros.: Kennett, Mo.
C. & L.: Lebanon, Mo., 13-25.
Central Am. Co.: Saluda, S. C.
Central States: Pratt, Kan.; Ellinwood 20-25.
Cetlin & Wilson: Petersburg, Va.; Baltimore, Md., 20-28.
Coleman Bros.: Middletown, Conn.
Colley, J. J.: Atoka, Okla.
Cotton State: Benton, Ky.
Crafts Fiesta: National City, Calif., 13-19; Chula Vista 20-26.
Crafts 20 Big: San Diego, Calif.
Crystal Expo.: Camden, S. C.
Dick's Paramount: Port Reading, N. J.
Dodson's World's Fair: Jacksonville, Fla., 16-25.
Dudley, D. S.: Brownwood, Tex.
Dyer's Greater: McGehee, Ark.
Eberole's: Chaffee, Mo.
Empire Am. Co.: Robstown, Tex.
Endy Bros.: Baltimore, Md.
Evangeline: Marksville, La.
Fleming, Mad Cody: Valdosta, Ga., 13-25.
Florida Expo.: Aiken, S. C., 16-25.
Four Star Expo.: Cairo, Ill.
Fuzzell's United: Batesville, Ark.
Gold Medal: Memphis, Tenn., 17-25.
Golden Belt: Malvern, Ark.; Walnut Ridge 20-25.
Gooding Unit: Columbus, O., 16-25.
Great Lakes: Huntsville, Ala.
Great Sutton: Sikeston, Mo.
Greater United: Temple, Tex.
Groves Greater: Newbern, Tenn.
Hall Bros.: Morehouse, Mo., 18-25.
Heller's Acme: Paterson, N. J.
Hennies Bros.: Birmingham, Ala., 18-25.
Heth, L. J.: Tullahoma, Tenn.
Hughey & Gentsch: Picayune, Miss.
Hyalite Midway: Enid, Okla.
Ideal Expo.: Newport News, Va., 20-25.
Jones, Johnny J., Expo.: Raleigh, N. C.; Richmond, Va., 20-25.
Kaus Expo.: Wilson, N. C.
Kaus, W. C.: New Bern, N. C.
Keystone Modern: Maryville, Tenn., 20-25.
Lake State: VanDyke, Detroit, Mich., 18-25.
Lang, Dee: Fort Smith, Ark.
Latlip: Charleston, W. Va., 18-25.
Lawrence Greater: Hagerstown, Md.
Lewis, Art: Norfolk, Va., 19-25.
Liberty United: Columbia, S. C.
Marks: (West Broad St.) Richmond, Va.
Merit: Fall River, Mass., 17-25.
Mighty Monarch: Navy Yard Sta., Charleston, S. C.; Jacksonville, Fla., 20-25.
Moore's Modern: Benton, Ill.; Litchfield 20-25.
Motor City: (5400 Block on West Washington St.) Indianapolis, Ind.
Neill, C. W.: Monroe, La.
Page, J. J.: Johnson City, Tenn., 18-25.
Palmetto State: Charleston, S. C.
Pan-American: Anna, Ill.; Herrin 20-25.
Parada: Caney, Kan.
Patrick's Greater: Vallejo, Calif.
Penn Premier: Stroudsburg, Pa., 18-25.
Prell's World's Fair: Baltimore, Md.
Pryor's All-State: West Union, O.; Smithers, W. Va., 20-25.
R. & S. Am.: Wilmington, N. C.
Reynolds & Wells: Bartlesville, Okla.
Riley, Matthew J.: Philadelphia, Pa.
Royal Expo.: Greenwood, S. C.
Rubin & Cherry Expo.: Phoenix, Ariz.
Scott Expo.: Atlanta, Ga.; Dalton 20-25.
Scottie's Attrs.: Waskom, Tex., 13-18.
Sheesley Midway: Attalla, Ala.; Decatur 20-25.
Siebrand Bros.: Las Vegas, Nev.
Smith, George Clyde: Duncansville, Pa., 22-25.
Smith's Greater: Culpeper, Va., 18-25.
Southern: (Flower Festival) Natchez, Miss.
Southern States: (Fair) Sanford, Fla.; (Fair) Belle Glade 20-25.
Sparks, J. F.: Birmingham, Ala., 18-25.
Strates, James E.: Washington, D. C.
Stritch, Ed: (Onion Fiesta) Raymondville, Tex.
Sunburst Expo.: Vernon, N. Y.
Tassell, Barney: Blackstone, Va.
Texas Kidd: Killeen, Tex.
Tidwell, T. J.: Midland, Tex.
Tivoli Expo.: Webb City, Mo.
Tower Am. Co.: Cheraw, S. C.
Virginia Greater: Suffolk, Va.; South Hill 20-25.
Wallace Bros.: Clarksville, Tenn.
Ward, John R.: Baton Rouge, La.
West Coast: Petaluma, Calif., 14-20.
Wilson, E. O.: Rockwood, Mich., 18-25.
Wolfe Am. Co.: Greenwood, S. C.
World of Fun: Appalachia, Va.
World of Pleasure: Dearborn, Mich.
Wright's United: Pageland, S. C.
Zacchini Bros.: Leaksville-Spray, N. C., 18-25.
Zeiger, C. F., United: Silver City, N. M., 14-15.

CIRCUS

Autry, Gene, Flying A Ranch Rodeo: (Arena) Cleveland 13-15.
Cole Bros.: Louisville, Ky., 22-26.
Hamid-Morton: Providence, R. I., 13-18; Hartford, Conn., 20-25.
Polack Bros.: Sacramento, Calif., 18-25.
Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, until May 10.
Russell Bros.: Hollywood, Calif., 13-16; Santa Monica 17-18; North Hollywood 19; Glendale 20-21; Pasadena 22-23.
Wallace Bros.: York, S. C., 18.

MISCELLANEOUS

Birch, Magician: McKinney, Tex., 15; Denton 16; Decatur 17; Denison 20; Bonham 21; Atlanta 22; Texarkana 23.
Campbell, Loring, Magician: Winchester, Va., 15; Fredericktown, Pa., 16; New Castle 17; Mt. Pleasant 20; Bellaire 21; Sistersville, W. Va., 22.
Chandler, Magician (Glenn's) Gallatin, Pa., 13-25.
Daniel, B. A., Magician: Trotwood, O., 15; Greenville 16-17; Troy 18.
DeCleo, Magician: Marysville, O., 13-18.
Lee's Colored Minstrels: Moss Point, Miss., 15; Mobile, Ala., 16-20.
Lippincott, Magician (East Point) East Point, Ga., 18-19; Decatur 25.
Long, Leon, Magician: Mobile, Ala., 13-25.
Lucey, Thos. Elmore: Durham, N. C., 14-15; Augusta, Ga., 18; Atlanta 20.
Marquis, Magician (Metropolitan) Morgantown, W. Va., 15; (Liberty) Masontown, Pa., 16; (State) Pt. Pleasant, W. Va., 17; (Eastland) Fairmont 18; (Barney's) Pt. Marion, Pa., 21; (Capitol) Braddock 22.
Ricton's Dogs (school show): Rome, Ga., until June 1.
Sloat, L. Verne, Theater Workshop: Gilbert, Ariz., 16; Mesa 17; season ends.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Belling, Clem (Hiway Casino) Fall River, Mass., 13-18.
Gray, Gary (Palace Cafe) Monongahela, Pa., 13-18.
Robison, Robert (Sportsman's Circus) Fitchburg, Mass., 13-25.
Romas, Flying: Chester, Ill., 13-18; Collinsville 20-25.

FOR SALE

No. 5 Eli Ferris Wheel. Can be seen with West Bros.' Show, Jonesboro, Ark., this week; Murphysboro, Illinois, week of April 20.

VIRGINIA LAUGHLIN

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OPENS APRIL 20, NEWPORT NEWS, VA.
WANTED: Girls and other useful people for Revue, Posing Show and Dope Show. CAN PLACE Oriental, Strip Tease, Novelty and real Carnival Dancers. Salary $25 a week. CAN ALSO PLACE Models, Posing Girls and Chorus Girls. PEOPLE FOR DOPE SHOW: Elmer, City Slicker and Chinaman, Ticket Sellers, Canvas Men, Semi Drivers and other useful Showfolks. All people that worked for show or me before COME ON. Will place you. This is 1942.
Address: MOLLIE DECKER, Ideal Exposition Shows, Newport News, Va.
ARTIE MULHOLLAND WANTS WORKING MEN.

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JACOBS SHOW ON EASTER

(Continued from page 28)

presented: Adele Nelson's elephants in the routines that have made them favorites with circus lovers; the La Formes, in a flashy and pleasing flying act, and as the finale Tervell Jacobs' big mixed animal group, which he put thru their paces with speed and precision. Thruout the show Happy Kellems and Raymond Dukes garnered laughs with their clown stunts. The show was pleasing thruout and was received with rounds of applause. Nick Carter, former circus man and candidate for sheriff of Miami County, had a lunch and juice stand at the show.

Among visitors noticed at the show were Allen King, owner of King Bros.' Circus; Edna Curtis, Westmont, Ill.; Harry Atwell and Burt Wilson, Chicago; Harry Parkhurst, veteran elephant man, now retired; Mr. and Mrs. Ray Marsh Brydon and children, and Eileen Tinkom, George Graf, "Cookie" Mucsh, Ray Thompson, George Valentino, Mrs. Emory Stiles and other well-known people of Peru. Tervell and Dolly Jacobs leave early next week to play the Olympia Circus in the Chicago Stadium.

TURNAWAY FOR RUSSELL

(Continued from page 28)

etre, Mariano Escalante, Maurice Marmaleja, Arthur Acevados, Hank, unridable mule, handled by Maree Mears; No. 18, Winston's equestrian sea lions, featuring Sicker and handled by Ross King; No. 19, Freehand Duo and Orton Duo, perch; No. 20, Argentine Criollo horses, and Billy, the pony, handled by Christiansen; No. 21, Ernest Brengk's Golden Statues in the flesh; No. 22, elephants, handled by Welsh; No. 23, DeWaynes, teeterboard, Ring 1, Schallers, Ring 3, Nelson Macias, contortionist, Freehand Duo and Earles, chair balancing on track; No. 24, clowns; No. 25, aerial act, Escalantes. Show runs 110 minutes.

Band deserves special commendation for reason that Eddie Woeckener, bandmaster, has had some difficulty in securing men. A camel was born on opening day. Animal has been dubbed Los Angeles but consideration is being given to changing its name to General MacArthur. Larry Black, front-door superintendent, who was seriously ill in Riverside and confined to a hospital because of a bite of a black widow spider, visited the show on Saturday. Expects to be back at his post soon.

Visitors included Bill Meyers, S. L. Cronin, Paul Eagles, Hugh McGill, Bertha Matlock, Harry Chipman, Maybelle Bennett, Jack Brooks and Irving Polack.

STAFF FOR KING BROS.

(Continued from page 28)

ager; C. R. Heger, advance advertising and program manager.

Program, as outlined by King, includes Zavatta Troupe, equestrians; Jinks Hoagland and Company; high school and jumping horses, kicking mules; Fisher's Elephants in comedy acts, featuring Babe in comedy walkaround; Frank Stout and Company, dogs, ponies, monkeys, goats, sheep and baboons; Ernie Stewart, feature aerialist; the Hodgsons, wire and double traps; Phil and Bonnie, swinging and double perch; Valencia Troupe, golden whirl; Zoppe Troupe, unsupported ladder and balancing act; Cuban Mack, whip cracker and manipulator, and a troupe of clowns that includes the Sylvesters, Raymond Duke, Duane Jacobs, and Walker Trio.

PERU MAY COME BACK

(Continued from page 28)

tera, where the Hagenbeck-Wallace Circus and other shows formerly made their headquarters, may again be used for that purpose. They point out that, with a long war in prospect, coastal towns will not be convenient for quartering shows, and that it is possible the central location of Peru and its nearness to transportation facilities may result in a large amount of show stock and equipment being transferred here, altho so far as known there has as yet been no move toward that end.

Much Metal Salvaged

Only a few of the minor buildings at the old circus quarters have been torn down. Nearly all of the main buildings remain and they are, for the most part, in excellent shape and would require only a nominal amount of work to put in first-class condition. The grounds, which had been allowed to deteriorate, have been cleaned up. More than 100 old circus wagons that had gone beyond repair were burned last year and many tons of steel and iron were salvaged from them. This metal is now being sorted and removed. The odds and ends that remain in the buildings are being disposed of. It would be easily possible to put grounds and buildings in shape to take care of one or more large shows at the end of the present season. Whether this use of the quarters will come about remains to be seen. Meanwhile the townsfolk are predicting that Peru will once again become the Circus City.

UNDER THE MARQUEE

(Continued from page 29)

lost two of his best performers when they picked up some rat poison in a theater.

DURING the last war the task of putting up and tearing down wasn't considered as only a man's job.

WILLIAM H. LANGE reports from Los Angeles that he caught Russell Bros.' Circus there on April 3, that the show was spick and span and that he was pleased to see Betsy King Ross again working after recent auto-wreck injuries.

KING BROS.' CIRCUS, starting its first season in Plymouth, Mich., May 1, will establish winter quarters next season in either Florida or California, Allen King said. Present home quarters in Detroit will not be reopened.

JACK PATTERSON, manager of Patterson Bros.' Circus, reports that his show will play thru Michigan this season. Show will open in May after indoor dates, which so far have been successful, are finished.

MASSILLON, O., closed to outdoor shows for over two years, will have its first when Wallace Bros.' Circus plays there on May 5. Jack Nedrow, former advance car manager, assisted with details.

CITY POLICE DEPARTMENT, East Liverpool, O., will sponsor a one-day engagement of Wallace Bros.' Circus there May 1, Doney B. Miller, general agent for the circus announced. Arrangements are in charge of William Bridge. Show has been playing there for 10 years under auspices of Elks Lodge.

BILLY PAPE says: I got a kick out of George A. Hamid's story about his first dress suit . . . Jimmy Davidson forever losing his false teeth . . . Remembering Orrin Davenport's one foot, backward jump-up . . . Diminutive Joe Short's role as an air raid warden . . . Midget Baron Novak's adroit maneuvers on his pint-sized bicycle . . . Visiting Nick Carter's steakhouse and Fred Young's Jockey Club at Peru . . . Felix Morales forwarding his cows and chickens for another season in the spangled world, ending a very short retirement . . . I. J. Polack's good-neighbor policy; 90 per cent of his acts are from south of the border . . . Ernie Perez's rapid rise to chief engineer in a Boston Diesel engine company . . . Peaches and Her Sky Revue Girls dismantling their rigging . . . Helen (High-Wire) Billetti's soda-jerking technique; exhibiting temporarily in a Chicago department store . . . Circusdom's incomparable exponent of personality, pep and pulchritude, Chatita (Escalante) Weber . . . Smooth-tongued shoestring promoters who offer their souls on Monday, but seldom fail to heel on Saturday . . . Jim Wong's toast to the Japs (quote) "Chinese almonds to you!" . . . Roy Barrett's three trunks of props, which he never uses. Atta' "nagging," Roy! . . . Clamour boy, Gene Randow and his Hollywood hair-do . . . Those words of wisdom which Circus Solly inserts in his column Under the Marquee.

ARRIVING late in a Southern town, a truck-show performer inquired of a darky the circus lot location. "Circus," pondered the colored man, "Hmmm! reckons dey ain't one here." "Didn't you see a big tent in the air?" asked the actor. "Sho enough. I did, I did," gleefully replied the colored one, "but I thought dat was fo' white folkses' preachin'."

Keep 'Em Moving

HARTFORD, Conn., April 11.—"The war will not be allowed to close down America's circuses if it can be possibly helped, Paul V. McNutt, FSA administrator in Washington, has informed W. L. (Bill) Montague, national publicity director for the Circus Fans' Association of America." The above was taken from a front-page story that recently appeared in *The Hartford Courant*. Letter from McNutt to Montague was recently published in *The Billboard*.

The Billboard

READERS "PREFER THE $10 QUESTION"

The Billboard subscription rates will be increased midnight, April 30

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Two Years	8.00	12.50	4.50
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Announcement of new rates has been made in the last two issues of The Billboard. Readers faced with the question of spending $5, $8 or $10 to extend their subscriptions at the old rates have preferred the 3-year $10 extension term.

"Answers" to date indicated by the hundreds of orders for extension of subscriptions at old rates stack up as follows:

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Address .....

City .....State .....

New .....Extend .....Occupation .....

4-18

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NEW DISPLAYS

(Continued from page 30)

assortment of guests, et al, are implicated in the farce. Counterparts of the two gorillas are exceptionally well done by clowns. Following the ceremony, before the stilted justice of the peace, "Toto" and her mate board a horse-drawn carriage to be wheeled around the track and out. Tagging along behind is the stork with his beak nonchalantly gripping a baby ape, or something. John Ringling North would no doubt give something very close to his eyeteeth if this fantasy were only to come true some day. Winn designed the costumes.

Ballet of the Elephants

In many respects this display might be termed the piece de resistance of the show. Certainly it was that at the opener, due to the presence of the lovely ballerina Zorina, who gave her services to swell the gate which was turned over to various charities. Zorina performed in the center ring with the "featured" ballerina, Modoc, who lunged heavy tonnage from side to side in tempo with the trim Zorina and Merle Evans's top execution of the special music written by Igor Stravinsky, no less.

The 38 bulls were decked out in pink ballet skirts and spread thru the rings and stages. The girl ballet corps blended their efforts in with the Corps des Elephants, and altho basically it was just the same old routine to the bulls, the apes took on a new character this year under the influence of that choreographic master, George Balanchine, and composer Stravinsky. How the circus audiences, and for that matter the bulls, will react to the wild strains of Stravinsky is something that only the unfolding of the season will tell. However, there's no getting away from one thing, it's sensational when viewed from all aspects. Costumes were designed by Geddes. Walter McClain gets program billing for training the bulls.

Fiesta Del Torres

This display is actually a repeat from last year but has been expanded in production and talent, building it into a real showpiece. Opens with 30 girls, brilliantly costumed a la Espanol, twirling bright red torreador capes. It is the first number in the show which does not give way to the pastel shade motif in costuming, and comes as a welcome relief in that respect. Following the feminine cape work, the parade of riders and period carriages hit the track, then closed down to the technical work in the three rings, headed by Roberto De Vasconcellos in the center. The Asserveras-Konyot Troupe of four riders were spotted in Ring 1. Ring 3 held Ella Bradna, Bobby Steele and Captain Koesler. Precision gaiting and general horsemanship in all three were well done. On the track, gaiter horses were ridden by Estelle Butler, Andrea Gallagher, Bobby Warriner, Thomas Cropper and Edward Gutridge. Supervision by Gilbert A. Raby.

Circus Salutes America

This is the Grand Finale, and in theme and execution resembles last year's closer. Forty-eight show girls representing the States ride onto the track, with a third of the number dressed in nobby blue uniforms and the other two sets each in red and white. Horses are blanketed in the identical motif. Two other groups are walking in clusters around standard-bearers of the slogan "Keep 'em Smiling." Girls dismount and break into groups of 24 and climb to position on ladders hanging from crossbars, two in the center and one at each end ring. Each girl releases a sparkler of the Fourth of July type and simultaneously a huge portrait of President Roosevelt is released from each crossbar, coming to within a few inches of the tanbark. It makes for a colorful and appropriate finale, while the band strikes up the national anthem.

Officers, Exec Staff

John Ringling North, president; Henry Ringling North, vice-president and assistant to president; Robert Ringling, senior vice-president; Edith C. Ringling and Aubrey B. Ringling, vice-presidents; William P. Dunn Jr., secretary-treasurer of corporation (foregoing plus George Woods are the directors of corporation); J. F. Reddy Jr., general counsel; Leonard G. Bisco, labor relations counsel; Art Concello, general manager; Herbert Duval, legal adjuster; Fred C. DeWolfe, treasurer with show; J. C. Donahue, traffice manager; Arthur R. Hopper, superintendent of outdoor advertising; Roland Butler, general press representative; Pat Valdo, technical and personnel director; Fred Bradna, equestrian director; J. R. Griffin, auditor; Jane Johnson, secretary to the president; Joseph H. Bergin, physician.

Publicity

Roland Butler, director; Frank W. Braden and Gardner Wilson, story men; Allen J. Lester, contracting press agent; F. Beverly Kelley and Francis L. Morrissey, radio; E. B. Callahan, photographer.

Advertising

Arthur R. Hopper, superintendent; John J. Brassil, manager Advertising Car No. 1; F. A. Boudinot, manager Car No. 2; Frank Mabery, manager advertising brigade; P. B. Head and Paul T. Ringling, advertising inspectors; Joseph Brown, banner puller.

William J. Conway and Ed F. Kelly, contracting agents; Walter S. Wappenstein, William L. Carr and Leon W. Pickett, 24-hour men.

Bosses

John Sabo, menagerie; William H. Curtis, canvas; McCormick Steele, front door; Lloyd Morgan, lot superintendent; John H. Brice, police; Bob Forsythe, ring stock; Lawrence Banchi, wardrobe; Margaret Graham, wardrobe mistress; John M. Carson, usher; Leonard Aylesworth, layout; Ray Milton, trainmaster; Ralph Lill, properties, assisted by Howard F. Mentz and Carl Ramsey; George J. Blood, cookhouse; Walter McClain, elephants; Richard D. Kroener, superintendent Gargantua the Great; William Yeske, mechanical; Edward Voersteeg, illumination; Dick Burns, porters; Michael J. Carey, paint; James McClaren, stables; James Reynolds and Claude Rhodes, utility; William Moser, mail.

Tickets

Thomas C. Haynes, superintendent; Richard Smith Jr., Robert Michael, Roy Marlowe, Dick Begin, Michael Grudis, Alva Johnson Jr. (as per 1941 Route Book); Theo Forstall and Hubert N. Hicks, red wagon; Lewis H. Woodruff and George W. Helms, white wagon; Joseph F. and Joseph Paul Boyton, yellow wagon; Matthew J. McGowan, downtown agent.

Offices

New York, J. R. Griffin; Chicago, Dan DeBaugh; Sarasota, Fla., James A. Haley; Peru, Ind., Mary Jane Patterson.

Band

Merle Evans, conductor; William Phoenix, Philip Garkow, Henry Kyes, Rusty Bader, H. C. Werner, Virgil Purnell, Wilber Ettriem, cornets; Hubert Hollick, flute, piccolo, alto saxophone; Harry Nevins, Francis Miller, Frank Tonar, George Scott, clarinet and alto saxophone; Tony Ramirez, Anton Tonar, clarinet and tenor sax; James Schlanz, Bruce Campbell, clarinet and baritone sax; Pete Staluppi, Howard Ham, horns; G. L. DeKay, Clarence Bennett, baritone; Lew Bader, Walter Foreman, Andy Grainger, Stanley Czerwinski, trombones; Clinton Evans, Gabe Russ, basses; Ray Brownell, R. L. Sherbondy, Melvin Merager, drummers; Pete Heaton, organ.

Side Show

Fred Smythe, manager; Bob Hasson, assistant manager and lecturer; Arthur Windecker, lecturer; Mr. and Mrs. Gottlieb Fisher, giants; Miss Patricia, sword swallower; William Lord, lightning calculator; lilliputians, Doll Family (Daisy, Gracie, Tiny and Harry) and Joe Nawrath; Shackles, handcuff artist; Alfred Langevin, smoke thru eyes; Skeets Hubbard, human pincushion; Rasmus Nielsen, tattooed man; Mlle. Ada, snakes; Percy Pape, skeleton; Kanka Kelter, long-haired Venus; Doc Mayfield, fireproof man; Wilbur Harris, rubber-mouth; Baby Betty, fat girl; David Naeole and His Royal Hawaiians.

Concessions

Coastal Trading Corporation, Frank and Paul Miller.

Jack Harris, assistant manager. Individual concession managers: Mel Hamlin, candy; Max Miller, cashier; Eugene Gutman, novelties, assisted by Charles (Boston) Ryan; Sam Delaney, popcorn; Victor Pratt, candy floss; Herman Moscowitz, custard; Louis Delano, back-yard stand.

Clowns

Felix Adler, Bluch Landolf, Charles Bell, Paul Jerome, Paul Wenzel, Louis Bell, Dick Bell, Lawrence Anderson, Paul Mortier, Splinters, Lou Jacobs, Chesty, Willie Moser, Paul Jung, Johnny Tripp, Homer Goddard, Johnny Bowler, Jack LeClaire, Frank (Dutch) Luley, Henri

Printed Program And Mag Review

This year's Ringling program is a 76-pager designed and illustrated by Peter Arno, who also did the front cover. Theme is the usual Arno satire style with a lot of kidding of the circus. Each display is preceded by a black-and-white illustration in the comedy vein. Lead story is by publicity chief Roland Butler, and other contributors are Edwin C. Hill, Clem McCarthy, Milton Berle, Frank Braden, John B. Kennedy, Bill Stern, F. Beverly Kelley and Jack Rosner, who has a two-page comic strip. There are a number of stories without by-lines illustrated by action photos and a few sketches. Arno has done some full-page cartoons in his well-known *New Yorker* manner—smart, saucy and sometimes sexy.

There are 11 full-page ads in color and two full-pagers in black and white production. Rest are two-thirds of a page or less of paid copy in black-white. A very healthy selling job on the national side in view of the situation. And it's a very tasteful program with reader and advertiser appeal. Peddles for 15 cents.

Publisher is Circus Publishing Company, headed by Jack Tavlin, showman.

This year for the first time the show's press department is out with a 20-page working press program which is a corking tipoff sheet for reporters and feature writers. Especially valuable is a two-page spread showing the displays.

LETTER LIST

(Continued from page 49)

WYATT, THOS. EARLE
Wyoming Duo
YOUNG, DONALD W.
YOUNG, J. FLOYD
YOUNG, MAX DEYON
Young, Roger
Youngblood, Zeke
Zavatta Troupe
Zeta, Madam
ZOLUN, IRVING H.
Zabel, Frenchy
ZUCKER, MORTIMER

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway

Abbott, Tom
Aldridge, R.
Alval, J. J.
Allis, Frances Dancers
Arabal, Mrs. Van
Aven Sisters
Babette, Miss
Baccamard, Michael
Barnett, Ben
Barry, Bill
Barry, Mrs. Martin E.
Bartlett, Lois
Behrends, Albert
Bell, Ernie
Blue Mountain
BOISONEAU, CHARLES
Bosell, Harold
Brandon, Leo
Bryan, Kenneth
Burke, Norman
Burns, Bill
Brown, Dick
Carey, Joe
Carlyle Sisters
Carney, Robert (Bob)
Carrenos, Los
CARRIGAN, EDWARD
Carter, Grace
Cartier, Del
Chase, Frank H.
Christie, Harriet
Clemens, John & Peggy
Colangelo, J. J.
Cole, Walter
Conway, Tommy
Cook, Bobby
Cooke, Willis
Corey, Jimmie
CORVEZ, GENE PEPPER
Cortez & Harry
Curtis, George
Cassin, Tom & Verna
Crocket, Fred
Crump, Helen
Dalmar Girls
Dandemi, Rose
Davenport, Delbert Essex
Davis, Chas
Davis, George H.
Day, O.
Dean, Mars
Deauville Boys, Four
Dell & Bassey
DeDalgle, Ernie
Delasio, Pete
Dehlo, Bobby
Delero, Florence
Devant, I. Barton
Dobbs, William David
Doherty, J. A.
Donahue, Walter
Donley, Warren
Edwards & Arden
Eleazer, Carol
Falls Sisters
Farmer, William E.
FARRELL, FRANCIS LEONARD
Fain, Sally
Faulkner, Louise
Fisher & White
Flamel, J. V.
Flinch, Bob
Ford, Miss Billy
Fowler, Ollie
Frazier, Billie
Gabriels, Paul
Gale, Frank
Garey, Peter
Gearharts
Genovese, Joe
Germain, Art
Gendrau, Jimmie
Graces, The Six
Grandis, The Four
Grant, Louis
Greenwell, Elza
Griffin, Jenny
Griffin, W.
Griffiths, Melvin
Grimes, Frank
GUTHRIE, JOHN J.
Hamid, Sammy
Hand, Martin Louis
Hartley, John
Hauptman, Alfred
HEAGNEY, PAUL GEORGE
HEALY, MARTIN J.
Healy, Martin J.
Hegner, Arthur
HENRY, CLIFFORD F.
Higgins, Jerry
Hislop, Wm.
Honey Sisters
Horn, Rudy
Hyde, William H.
International Trio
JACKSON, GEORGE FRANKLIN
John, Francis C.
Jayne, Estelle
Johnstone, Barbara
Kess, Dorothy
Keller, Fred
King, Johnnie
Klechell, Mary E.
Kruppe, Glynn
LA MOTTE, JOHN C.
LA MOTTE, JOHN F.
LaValley, Carp. Jack
Lanigan, T.
LE DUC, VINCENT
Lee, Joan (Line of Girls)
Lewis, Carl
Lintz, Charles Fenwick
LINDSAY, FRED A.
Little, Joseph
Loo, Herbert
Long, Shorty
Lord, Eddy
Lowery, Edith
McCandless, Alvera
McFarlan, Donald
McGonn
McWilliams, Paul
Mack, Doris
Maisfield, Edgar
Marcial, Agnes
Manger, Peter
Markso, Thomas
Marley & Elsa
Marshall, Frank
Martin, Alice
Martin, George J.
Martin, Ramon & Lea
Masters, Charlie
Masterson, Jack
Mathen & Warren
Maybank, Janet
Meredith, Bert & Jane Warren
Metcalf, Dorothy
Meyers, Lillian
Mix Milko, Francesca
Mickles, Frances Andrew
Miller, Marylie M.
Millington, Leslie
Mills, George A.
Milton, Frank
Mitchell, Wm. Sam
Murray & Allen
Murray & Parker
Myers, Fred
Nellsmann, Sidney
Newells
Newell & Thorpe
O'Neil, Ginger
O'Neil, Mitzi
Oscar, Ben
Osborne, Ben
PALFIE, AL.
Paige, Shirley White
Pallis, Sam
Pavlik, Fronie
Parsons, James
Pedro & Dolores
Perry & Horn
Petty, Whitey B.
Peters, Ann (Line of Girls)
Petrovics, Fred J.
Phillips, George
Pickard, Roy
Polo, Eddie
Proske's Tigers
Prudhomme, Arthur
Randerson, Lucille
Ranley, Frank
Ravens, Frank
Redington, Joe
Reed, Wm. Deborah
Reese Sisters & Al Morrison
Rizzo, Joe
Richter, Arthur
Robinson, Jimmie W.
Roberto & Rarita
Rochneys & Beano, The
Rochneys & Brasso
Roe, Chuck
ROMANO, ERNEST (DE TROTTO & MIMI)
Rossmell & Nona
Ross, Leonard
Ruthbeck, Ralph
Sharpe, Violet
Sherry, Ginger (Line of Girls)
Smith, John
Snider, Robert
Southland Rhythm Girls
Spencer, R. D.
Snyder, Harry
Stanley, Charles
Stanch, Betsi
Stevens, Harry
Stone, Charlie
Stratfield, John
Sutton, Helen
Swanson, George
Terevio, Gene
Ebony Rascals, The
Torrence, Frieda
Thomas, Ted
Three Ex-Gentlemen
Three Girls & a Horse
Three Variety Boys
Turner, Bert
Twist, Egan (Charly Rebenahn)
Vechereau, Alexander
Vlasy, Marion
Wagner, Howard
Walker, Cy
Walter, Mrs. Eugene
Warren & Rodee
Warren, Janice
Weiler, Bernice
Wells, Jack E.
Westerberg, Harry
Whalen, Betty
Whelan & Wood
Whelan, Charles
Willoughbies
Wolper, Wm.
Wyle, Larry
Zollar, L.

MAIL ON HAND AT CHICAGO OFFICE

12th Floor Ashland Bldg., 155 No. Clark St.,

Allen, Mrs. E. R.
Arlen, Bea
Barnett, O. H.
BINGAMAN, CLARENCE PAUL
BLACKWELL, HUBERT
Blakely, William
Boyd, Lamma
Bremer, Roy
Broadwell, Mrs. D. M.
Brown, Buddy
Caldwell, Lucille
Carson, June
Carter, Mr. E. J.
CARTER, THOMAS
Chaney & Harley
Chester, Renee
Clement, Violet
COX, JOHN A.
Craven, Ruth
Daniels, R. A.
DELANEY, JOHN DOREN
DeWolfe, Linton
Dixon, Joe
DOERING, HERBERT WILLIAM
DOOLIN, RICHARD DANIEL
Edwards, Charley (Bug House)
Eaves, Joseph T.
Ebel, John (Blackie)
Evans, Miss Chickie
Fields, Miss Gabby
FOGLESONG, FREDERICK E.
FRUHOT JR., BERT CHARLES
FUNDERBURG, QUINTON
GREENE, KENNETH A.
Gunn, Mr. & Mrs. Geo.
HARRIS, JOHN T.
HARRISON, ELBERT ERNEST
Hawaiian Joe
Ingleston, R. H.
Joy, Billy
Kennedy, Jerry
Kerrigan, Jerry D.
King, Alma Norton
Kruman, R. H.
Kuhn, Paul
LaRue, Joan
Leavitt, Viola
LEE JR., HARRY
Lee, June
Lee, Miss Sen
Lee & Poppy
Lewis, Stan
Littlejohn, Frank
McKIDDIE, JASPER
Mack, Mrs. Cuban
Martin, T. Bradley
Merchin, Sam
Morgan, Robert
Mathews, Whitley
Morgan, Charles Aug.
Moto, Frankie
O'Donnell & Lopez
Owens, Buck
Re, John Joseph
Reeves, H. N.
Robbins, Cole
Rock, Mildred
Ross, Bert
Ryan, Jack
Sadowski, Irene Rose
Samara, Miss Vera
Smith, Harry (J. E. F.)
Starns, Harry
Steel, Gene
Stephens, Al
Stoppe, Al
SUTTON, WILLIE WILSON
Tector, Jaqueline
Tillstrom, Burr
Valentino, Wm. Velo
Wallace, Fay
Warsher, Alber
Wenzel, Fred
Wermuth, Natalie
Wheatley, Arthur
Wilter, Whitey
Wright, Harry
Wright, Jessie Kerr
Zaccaria, Frank Joseph
Zyonda

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.

Parcel Post

Miller, D. E., 5c

AGMAN, CARL WALDEMAR
Adams, Minnie C.
Anderson, Robert D.
ANGELL, HOWARD WILLIS
Bahnsen, William & Elizabeth
Bates, Miss Bobby
Barton, Floyd
Beyer, Mrs. Al
Bing, Bernice
Boyles, Johnny
Brady, I. B.
Burns, Miss Billy
Campe, Walter
Carrol, Thomas
Cawthorne, Wild Bill
Chapman, Mrs. Landra Peggy
Clark, Helen
Clark, I. J.
Conway, Harry (Big Red)
COWERT, CECIL EMANUEL
Daniels, Geo.
DeLa Weselle, Miss Zelska
DeRoney, J. L.
DeVoe, Ramon
DeWitt, T. R.
DIXON, JACK CLAUD
Dolan, William
Ellis, Mrs. Laura
Eshman, Lee
Evans, Bob & Betty
Finney, George
Fisher, A. H.
Francis, Clifford
FRID, ROLAND EDWARD
Golden, Miss Toots
Goode, W. L. (BB)
Gray, Elmer
Gray, Edw. J.
Green, Miss Mildred
HARRIS, DONALD CURTISS
Hann, Mrs. Bessie
Hawkins, R. H.
Henderson, Herman
Holdorf, K. M.
Hughes, Lillie
IVEY, ROBERT CLIFTON
JACKSON, LOUIS GLENN
Johnston, Mrs. Phyllis
Jones, Albert
Justice, John F.
Kennedy, Irish
Kingdon, Ole
Kroes, F. H.
Kyle, Miss Bee
Lambert, Nathan G.
Leonard, Harry
LOPEZ, CELESTINO JOSE
McAllister, Ros
McCoy, Betty B.
Manear, Shady
Mangan, Paul
Martin, Mrs. Lee
Martin, Terry
Motts, Andrew J.
Miller, A. R.
Miller, LeRoy
Nielsen, Lolita
Nimer, Clyde
Nilsson, K. N.
Novak, Anderson
O'Brien, Danny
O'Brien, Robt. L.
O'Day, Jockey
Obely, Lawrence Albert
Page, William Carey
Payne, James
Pearce, Harry "Pee"
PETTY, ROY BRADLEY
Phillips, Mrs. Ed
Rainey, Fred
Ray, Ralph (Ky.)
REED, ALBERT LAWRENCE
Reeves, Leon
REEVES, HERBERT STANLEY
Robertson, Lee
ROSE, NEWBILL EUGENE
Sable, Miss Agnes
Sanderson, Frank
Stretsell, William
Segraves, Dorothy
Sewell, Dave
Shields United Shows
Shofell, Fred
Sheene, L. G.
SMITH, DAVID ANDREW
Smith, LeRoy
Stark, Michael
SYKES, EDGAR
STEPHENSON, RALPH T.
Stilwell, Cecil Glenn
Stine, C. J.
Strahl, Floretta
Sullivan, Mrs. Stella
Sutton, Geo. A.
Swain, Robert
Thompson, E. L.
Tebbe, Eddie
Tucker, W. J.
TYLER, FINIS DAVID
TYLER, HENRY PHILIP
VELDE, GORDON
Werker, W. R.
Weiss, Ben
Wells, E. W. (Slim)
Wheeler, J. W.
WILLIAMS, JOSEPH A.
Wendell, Mrs. Lucille
Wortham, Billie (Hay Wire)

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Duckitt, Jerry Bangs, Harry Dann, Harry Nelson, John Nelson, Lou West, Sam Spack, Joe Fernwood, Remo McCree, Toby Tyler, "Harry"; Midgets: Clayton Chase, Howard Marco, Frankie Saluto, Paul Herompo, Baptiste Gallicolle, Prince Paul, Henry Bedow.

Big Top-ics

Felix Adler was King Cole last year. This year he's Santa Claus. He certainly gets around.

* * *

The ring curbs are ornamented with tasteful blue and red fabric and big yellow buttons. Quite a sight.

* * *

Veteran Harry Shepard, the gymnast in white, does his trap stuff at the end of the arena and scores without apparent effort.

* * *

Estelle Butler, Roland Butler's daughter, leads off in the *Holidays* spec. A fine rider is Estelle.

* * *

This was the first time in years if not all time that no "new acts" are presented. But some old-timers return with their telling turns.

* * *

Gene Graves, son of good old Mickey, former chief of props, was an opening-night visitor. Gene, ex-Ringling attache, is headed for the army. Another interested onlooker was Chicago's Ed Schooley, outdoor revue producer.

* * *

The announcement, "Roberto de Vasconcellos, Visconde Ponte da Barca," gets a laugh from the audience, but the gent's titles are the regal McCoy. Program says the dressage master's pappy was premier of Portugal under the last monarchy, so muffle the laughs, folks.

* * *

A new wrinkle in the Concello flying acts is effective strobelighting, but there's no mid-air flight during the effect, merely a double pick-up by the two catchers. A highlight of the turn is two double forward somersaults or passing leaps. Tony Concello was working with a bum gam at opening, but her performance was right up to par.

* * *

The first big applause seems to be reserved for the No. 5 spot, filled by the hiking Shyrettos, real name Schieritz. Honey Shyretto, the sensational gal of the act, is Johanna Schieritz in private life. Walter Shyretto is Walter K. Reinas.

* * *

Merle Evans and his bandsmen certainly do a job on Igor Stravinsky's difficult ultra-modern tempo in the "Bull Ballet." The boys rehearsed the piece for days before whipping it into shape. The short, choppy beats don't figure to help the deal any, but Evans and contingent solved the puzzle most eloquently and they rate bouquets. (Band repeats on the Pitch Bandwagon April 26, NBC-Red Network, 7:30 p.m., EWT.)

* * *

They finally added "technical" to personnel director Pat Valdo's title. It has been long in coming. If there's anything the Binghamton-born Patrick Fitzgerald doesn't know about sawdust and spangles, it's not in the book.

* * *

Juggler Massimilliano Truzzi would do well to eschew biting the scenery and jumping all over the ring and get down to the business at which he is an adept.

Too much stalling here, and not worthy of an otherwise top-flight performance.

* * *

It looks as if the new comedy production, Barry the Five-Story Clown, involving practically all the joeys, will be postponed for a few days. This is a Winn-devised display which is yet to show.

* * *

Local engagement is for 32 days and the advance sale is S-I-G.

* * *

That's enough, brothers.

Arch Clair Dies Of Heart Attack

RALEIGH, N. C., April 13.—Arch E. Clair, concession secretary of the Johnny J. Jones Exposition and widely known carnival and park executive, died of heart attack aboard the Jones show train en route from Augusta, Ga., to Raleigh, N. C., yesterday. The body was taken from the train at Columbia, S. C.

B. O. Mattson Winner In Infringement Suit

TAMPA, April 11.—Bernard O. Mattson, holder of a patent on a moving target used in shooting galleries, was granted treble damages in his infringement suit in Judge William J. Baker's United States District Court here recently against William Corbett, operator of a gallery on Royal American Shows, and Amusement Corporation of America.

Mattson charged that Corbett was using and planned to manufacture Mattson's patented appliance. Judge Baker in finding for the plaintiff ordered that Mattson recover from Corbett and the ACA treble damages or profits derived from use of the machine for the last three years.

RW DURANT OPENER

(Continued from page 33)

Nights, Ralph Chambers, manager; Mrs. Chambers, tickets; El Gaucho, producer; Carmencita, piano-accordion; Rossetta, violin; Lancho, guitar; Mimosa and Pimosa, dancers, and El Gaucho, guitar. Rhythm Girls Revue, managed and produced by A. A. Lane, with Betty Jorden, Geraldine Smith, Peggy Low, Wanda Bonson and Tresa Jackson, dancers; Red Kelly, straights; A. Lane, comic; Joe Laird, piano and calliope. Miss America, Gene Woods, manager; Vivian Barkley and Katherine Woods, dancers. Snake Show, Doc Best, manager; C. T. High, tickets. Dope Show, Mr. and Mrs. Carl Martin. Funhouse, Arnold Dove. Penny Arcade, Mrs. B. Taylor; Roy Strickleto and Jimmie Reise, agents.

WINTER QUARTERS

(Continued from page 34)

Pitts every Sunday. Tom Fisher has his show loaded. Jimmy Howard, Mr. and Mrs. Evans and Munn's Animal Show are already set up in Silver Spring and awaiting shows' arrival. Six Berosinis are repainting their rigging. General Agent James Quinn is enthusiastic over the coming season. Heavy Kerns is reconditioning Motordrome, while driver Teddy Barrow looks on. Frank Markewicz is taking charge of the Whip, and William Chevalier is in charge of the Merry-Go-Round. Bob Hamilton is developing into Owner O. C. Buck's right-hand man. Francis Corliss is busy with the paints, and George Fulton is handling the commissary. Visitors included George A. Hamid and party, Abbey Jones, Chief Lakeside and Ross Manning. LON RAMSDELL.

Great Sutton

OSCEOLA, Ark., April 11.—Final preparation for opening today in Sikeston, Mo., was made here this week. Ray Starke booked his new Fly-o-Plane and Penny Arcade. Whitey and Peaches Butler reported with their cookhouse and other concessions. Anthony Concinni advised from Miami he would report in time for opening. Bill Norwood has a crew building and painting ticket boxes for all rides and entrance. Mrs. Lucille Norwood, secretary, has the office ready. Harry R. Morris, local decorator, completed the interior of the office. Mrs. Curl W. Byers and daughter, Dorothye, visited Mrs. J. Bill Carneer. Other visitors included Ray Starke, John H. Ward Shows; R. E. Haney, Great Lakes Exposition Shows; Roy Gray, Gray's Shows, and Lyle Richmond. Mr. and Mrs. Earl Conners and son, Junior, came in from their home in Ocean Springs, Miss. James W. Hutchison is readying his Kiddie Ride.
JEWELL BELLE RICHARDSON.

Penn Premier Shows

STROUDSBURG, Pa., April 11.—This is a busy place with a crew finishing the job of painting and rebuilding entire show for coming tour. General Manager Serfass announced that show will carry 32 paid attractions with addition of a new Motordrome under management of O. L. Hagen. The writer, formerly with Beatty's All-American Shows, signed as promotion and publicity director and will help with bookings. New style paper has been ordered and Manager Serfass has arranged to carry a Defense Stamp booth all season, co-operating with local chairman in each town where show will play.

Jimmie Thompson, formerly with Strates Shows, will have his Ten-in-One with new attractions. Barney Williams, electrician, has arrived and is rewiring the equipment and setting the light wagon as the show took delivery of a new 100-kw. transformer, making it 250 kw. to carry show this year. A new front arch has been built. Harry Devoe's cookhouse has been booked and is expected to arrive soon for the opening here. Among arrivals was Joe Liberty, foreman on Chairoplane. Lou Moore has been supervising quarters. Sol Spade will have Minstrel Show. Visitors were Art France, Art Swank and Haley Reithoffer, operators of rides at local park. Louis (Pickles) Weiss has arrived and will be legal adjuster, his wife, Kay, to operate the girl shows, with Gus Brown assisting on front. BEN BRAUNSTEIN.

Dodson's World's Fair

JACKSONVILLE, Fla., April 11.—Finishing touches are being applied to all equipment. Because of limited space at Northeast Florida Colored Fair, not all equipment will be erected. However, 10 rides and 8 shows will be in operation as well as the concession line-up. Billing for colored fair was under supervision of John Cousins and crew. Joe Baker returns as legal adjuster and is expected soon from Fayetteville, N. C., where he and Mrs. Baker wintered. George (Pinkey) Edgars is building a new Funhouse, and Melvin Dodson Jr. is rebuilding his concessions. Allen Johnson is in charge of the quarters dining room. Gene Stout, a member of the shows for several years, has been inducted into the army. Kent Johnson is assisting P. C. (Jo-Jo) Lyle in the paint shop. Joe B. Mannheimer has been re-engaged as special agent. Joe arrived from Miami and Key West, Fla., where he was associated with Neil Berk and William Moore at Key West Fair. William (Dutch) Schneider is completing work on the canvas. Harold (Curly) Chapman will have charge of Havana Nights show canvas.
ROBERT GOODRICH.

MIDWAY OF MIRTH SHOWS
WANT
Baker, dependable Ride Foreman, who knows Rides and Motors to take charge of all Rides. This week, Elsberry, Mo.; Next week, Louisiana, Mo. Can use Stock Concessions. Shows with own outfits.

IDEAL EXPOSITION SHOWS, INC.
America's Best Amusements
SEASON OPENS MONDAY, APRIL 20, AT NEWPORT NEWS, VA.
WANT COOK HOUSE and GRAB. Will take privilege in Meal Tickets.
Have complete Motordrome. Want Man to operate same; must have 2 Motorcycles, we also have 2.
Want Man for Inside of MONKEY SHOW to work animals. Can place Ticket Sellers and Canvasmen for all Shows.
Want RIDE HELP. Also Men who can drive SEMI TRAILERS. Can use Help in all Departments.
WANT BILLPOSTER AT ONCE. Also PAINTER.
Can place Wheel and 10c Grind Concessions, including Long Range Shooting Gallery, Photo Gallery, Palmistry, Ball Games, Penny Pitches, Hoop-Las, etc.
Write or Wire WM. GLICK, Mgr., Ideal Exposition Shows, Yadkin Hotel, Salisbury, N. C., until April 16; after that Warwick Hotel, Newport News, Va.

Museums

Address Communications to Cincinnati Office

Kortes Opens Well at Engagement in Denver

DENVER, April 11. — After six-day stands in Provo, Utah, and Greeley, Colo., Pete Kortes's World's Fair Museum opened at 1518 Welton Street for an indefinite stay March 31. Business since opening has been good. An extensive advertising campaign was carried out, and the building being used is the one recently vacated by USO and is in the heart of the city.

Harry Golub, former manager of Orpheum Theater, is associated with Kortes on this date and is handling all business details. Local papers and radio stations are co-operating. Roy B. Jones has about recovered from his recent illness and expects to be back on the job soon. Mayor Stapleton and city officials were on hand for the local opening.

Pennsylvania Spots Good For Harry Lewiston Show

SHARON, Pa., April 11.—Following successful stands in Erie and Meadville, Pa., Harry Lewiston's World's Fair Freaks worked to satisfactory results at their week's engagement here. Management will keep the shows out for a few more weeks before opening under canvas for the summer.

Augmenting the line-up recently were Sylvia Stacey, sword swallower; Frieda Pushnick, half girl, and the Great Othello. Manager Lewiston has retained the remainder of the staff for the summer. Recent visitors included Chief Steager, Dr. Praymen and Mr. and Mrs. George Hill.

WANTED!! OUTDOOR ACTS
OF ALL KINDS
Have Some Early Dates
Before the Fairs
TOBY WELLS
Performers Consolidated Attractions
643 NORTH CLARK ST. CHICAGO, ILL.

LONE STAR STATE SHOWS
Opening April 29, Seventh and Berry, Louisville, Ky.
Want Ride Help for Merry-Go-Round, Ferris Wheel, Loop-the-Loop, Chair-o-Plane and Auto Speedway. Will sell ex. on Bingo, Cookhouse and Penny Arcade. All Concessions open. Will book Rides with own transportation. Want Shows of merit with own outfits. Sweet Marie, contact me. All address:
MRS. MYRTLE McSPADDEN, LONE STAR STATE SHOWS, LOUISVILLE, KY.

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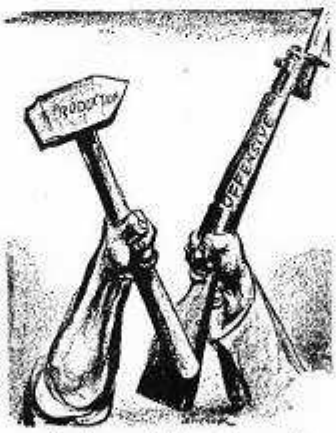
Coin Machines
AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE
A Department for Operators, Jobbers, Distributors and Manufacturers
WALTER W. HURD, Editor
The Billboard, Ashland Bldg., 155 N. Clark St., Chicago, Ill.

We Pledge Co-Operation

Every step that can be taken from now on for the conservation of the operating field as an established profession or business is well worth while. Many changes will take place in operating, both as to personnel and also as to methods, so the main objective will be to protect the operator's business from any unfair opposition, if possible.

The coin machine manufacturing industry officially comes to an end for the duration on May 1, but the operating business will still have certain strong factors in its favor and should continue to be a real business for thousands of operators thru the war period.

The manufacturers have expressed their strong hope that operators continue in business and that the operating profession hold to its progressive stride thru all the present and coming difficulties. The manufacturers, naturally, have been very much concerned with their own problems of getting war orders and getting their plants adapted to new business. In this period of change they may seem to have forgotten the operators, but if they had their choice they would much prefer to see conditions normal and to go ahead in the coin machine field. With conditions as they are, they have no other choice but to co-operate with the government in winning the war. Every manufacturer intends to get back into the coin machine business as soon as possible after the war, and in a bigger way than ever. They naturally will like to see their customers stay in the business and make more money than ever until peace is here again.



Greater production of war materials is a prime necessity in preparing for an all-out offensive against the Axis powers. (Cartoon from The Chicago Daily Times.)

The Billboard some months ago definitely decided to continue to serve the operator in every way possible during the war and even to increase its services if any practical ways can be found to help operators meet the difficulties peculiar to wartime. Many changes will happen in the publishing business, as well as in the operating business, but The Billboard organization is already on the job seeking to adapt its work and services to meet every change that comes in the coin machine field.

There is a general feeling that the big majority of operators will do well thru the war period unless taxes and other legal difficulties cause new troubles. Some operators are leaving the business to find jobs in other lines, feeling they can make more money for the time being. This is especially true of the smaller operators. This means less competition for those who remain in the business and hence better operating conditions.

For the big majority who remain in the business, the main idea will be to co-operate fully with all other operators in defense against the opposition that may try to kill the industry during this time by enacting adverse laws. We have suggested heretofore that operators maintain their associations at the highest efficiency possible and that new organizations be formed in those States that do not already have an active organization. The national organizations plan to continue for the duration, but naturally their finances and work will be greatly curtailed.

The Billboard will continue its legal services in as full a measure as possible. More and more attention will be called to the fact that 1943 will be another "Legislative Year." With 11 States having a coin machine license statute on their books, the amusement games industry ought to gain some more State license systems in 1943. This may especially be true now that States are compelled to look for new sources of revenue to offset losses due to a decrease in revenues from auto licenses and gas taxes. But there will also be the usual quota of opposition bills to ban amusement games or tax them out of existence and the industry will have to defend itself.

Operators will have to make many adjustments on servicing their routes during the months to come. The Billboard will publish all the helpful information it can gather on this subject. Also, repairs will become an increasing problem. At the present time manufacturers are seeking a clarification of WPB orders on the matter of making repair parts for coin machines for the future. This matter has not been made entirely clear, but when official information is available the manufacturers will then make announcements of their plans to help operators maintain their machines as long as possible.

Coin machines have become an accepted part of modern life and operators will find many things in their favor, as well as unfavorable conditions, as time goes on. Our organization will boost operators and the operating business in every possible way for the duration.

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NEWS OF

PRIORITIES and MATERIALS

Developments of the Week in All Industries

Priority problems of distributors and wholesalers that serve certain trades are being simplified as far as possibly by the government. A new form, known as PD-1X, will be available soon, and use of the new form is expected to cover all of a distributor's requirements for priority assistance. A new order, to be known as L-63, limiting the size of inventories that may be maintained by distributors will be issued before the new form is available. Distributors and jobbers who purchase the following supplies from producers will be entitled to apply for preference ratings on Form Pd-1X:

Automotive, aviation, builder's construction, electrical, foundry, hardware, health, industrial, plumbing and heating, railroad, refrigeration, restaurant, transmission, textile mill, welding and cutting supplies.

* * *

The priorities order that probably attracted most attention during the week was that which halted practically all new and non-essential building construction. The order covered almost everything from a small eating place to a skyscraper. Some modification has since been made for repairs and work on housing in defense areas. For the duration no work may be done on residential construction, but maintenance and repair work may be done without government permission within certain limits.

* * *

The Treasury Department finally found a legal way to release some of the vast stocks of silver metal for use in meeting war needs. There has been considerable discussion for some weeks about how silver could be used instead of other metals. The plan approved permits the use of silver as "bus bars" in the manufacture of aluminum and magnesium. It is estimated that the government has enough silver to permit the release of about 40,000 tons of copper for other war purposes. Silver is rated better than copper as an electrical conductor, so some good uses may be found for silver in war industry. Altogether the Treasury is said to have more than 86,000 tons of silver, but half of this is held as currency reserve.

* * *

The government Office of Transportation has made a special appeal to those who operate trucks to keep them in good order by methods suggested by the office. It was suggested that gas, tires and other materials could be conserved by regular checking and repair of trucks.

* * *

The war reached into the children's sphere with a government order halting output of toys and games made of metal, plastic and other materials needed for the armed forces. The edict, effective June 30, prohibits completely the manufacture of electric trains, motor and rubber-powered model airplanes and other metal toys.

* * *

The WPB disclosed April 4 that nearly half of the 3,500 firms investigated by the board's compliance division have been violating priorities regulations. Announcing results of compliance surveys carried on since last June, the WPB revealed that more than 1,600 of the 3,500 firms on which investigation reports have been completed have been guilty of ignoring or otherwise violating priorities orders. Firms which have committed serious breaches of priorities orders face criminal prosecution with penalties ranging from one year in prison to $10,000 fines for executives found guilty.

* * *

Manufacturers cheer the war-forced simplification of their products. Wide variety of items pleases consumers but adds to costs. Now industrial companies must cut the frills, eliminate many lines in order to get the most production out of available materials. Many fields benefit—rail equipment, special steels, tin containers are examples. Packers' cans are now made in only 40 sizes; pre-war it was 250.

* * *

The Goodrich Company has reported that nearly 8,000,000 tires are put out of service annually as the result of cuts and bruises. This is called a terrible waste because a high percentage of the damaged casings can be repaired. Tires, no matter how badly damaged, should be taken to a dealer for examination before throwing away.

* * *

American industry formally will go on the raw materials dole about June 1, the WPB plans, and within the next two months a new priorities system will replace other methods of priorities control. Many industries and materials are under complete allocation control already. Under the change, which will take some time to get into good working order, industries will go on a quarterly assignment basis.

* * *

A large rubber manufacturing company reports it has been able to make a big saving by renovating boxboard cartons. In three months the plan has resulted in saving about 80,000 pounds of boxboard. The cartons are simply stripped of all sealing tape, labels and marks. Many of them can be used over again.

* * *

An official of the National Automobile Dealers' Association was recently quoted in the press as saying that the government would soon relax rationing of new passenger automobiles. He said the new liberalization should come within a few days.

Free Play Decision

Reprints of the favorable decision on free plays by the Superior Court of California are now available.

Coin machine men desiring a copy should address their requests to the Reprint Editor, *The Billboard*, 25 Opera Place, Cincinnati.

Who Makes It?

Gentlemen:

I want the name and address of the manufacturing concern in that section that is selling a new amusement game which is being very generally played everywhere it has been installed. I am interested in an amusement center here and I would like to install the game in question, if it really is as good as reported to me. Here is what I have heard: The game is played by two or up to five persons. It is called——(?). To describe it one would say it is a COMBINATION OF SHUFFLEBOARD AND THE BOWLING IDEA. Players either THUMB or use a finger to PUSH around on a table, DISCS; and by SHOVING, or PUSHING, or THUMBING around the DISCS; it is the game to knock down the PINS, also to KNOCK the other players' DISCS out of bounds, thereby winning the game. The person also told me that the game is played indoors at many places, particularly at JUKE ORGAN PLACES, cafes, night clubs, service stations, etc.

All These Items To Be Curtailed

WASHINGTON, April 11.—Orders issued by the War Production Board and the Office of Price Administration now include a long list of articles to be curtailed in production, effective in April, May and June. The list has been released as follows, with the letter (M) indicating that the curb applies to the use of metals in the article:

Article	Curb Date
Amusement machines	April 30
Ash trays and smoking stands (M)	May 31
Awning frames and supports (M)	May 31
Billboards, metal signs	June 30
Burial vaults, morticians' goods (M, except gold and silver)	June 30
Caskets (M, except gold and silver)	June 30
Chairs, except shipboard use (M)	May 31
Clothes hampers	May 31
Clothes racks (M)	May 31
Clothes trees (M)	May 31
Coat hangers, except wire hook for wood hanger (M)	June 30
Curtain rods (M)	June 30
Doors, except as required by underwriters' code (M)	May 31
Door mats (M)	May 31
Dry shavers	May 31
Electric dryers, hand and face	May 31
Electric broilers	May 31
Electric percolators	May 31
Electric grills	May 31
Electric ironers	April 15 and May 15
Electric irons	May 31
Electric roasters	May 31
Electric toasters	May 31
Electric waffle irons	May 31
Electric massagers and vibrators, except medical, professional use	May 31
Food warmers	May 31
Flashlight cases (no iron and steel except for those produced on war orders)	May 31
Flexible steel mats and rugs (M)	May 31
Furniture, except for shipboard (M)	May 31
Hand mirrors (M)	May 31
Hat racks (M)	May 31
Juke boxes	April 30
Kitchen cabinets (M)	May 31
Lockers (M)	May 31
Metal cabinets, except enameled filing cabinets, visible record equipment, cases and bases, mixers, whippers and juicers	May 31
Necktie racks (M)	June 30
Ornamental steel jackets on heaters, water, gas, etc.	June 1
Partitions (M)	May 31
Phonographs	April 23
Picture frames (M)	May 31
Plant and flower supports (M)	May 31
Portable washing machines	April 15 and May 15
Pressing irons, boudoir and traveling	May 31
Radiators, large tubing	June 1
Radiator covers (M)	May 31
Radios	April 23
Road and street signs and posts (M)	June 30
Safes and vaults, except for war orders	May 31
Shoe trees and racks (M)	June 30
Signs (M)	June 30
Smoking stands (smokadors) (M)	May 31
Soap receptacles (M)	June 30
Soft-drink dispensers	April 30
Sun lamps, except for medical profession only	May 31
Swivel chairs (M)	May 31
Table tops for households (M)	May 31
Toilet paper holders (M)	June 30
Tooth-brush holders (M)	June 30
Toys—all types involving specified scarce materials	June 30
Vacuum cleaners, household	April 30
Venetian blinds (M)	May 31
Vegetable bins	June 30
Vending machines	April 30
Wastebaskets (M)	May 31
Weighing machines, coin operated	April 30
Window display advertising, signs only (M)	June 30
Windows (M)	Mar. 28
Wire racks and baskets, except industrial (M)	May 31
Washing machines, household laundries	April 15 and May 15

(Where two dates of prohibition appear the first is that for partial production stoppage and the second for complete.)

OTHER RESTRICTIONS

In addition there are restrictions and curtailments or prohibitions on production or sales of automobiles, tires, bicycles, beds, bed mattresses and springs, cellophane, cooking utensils, farm machinery, gasoline (20 per cent in coastal States), lawn mowers, lamps, lighting fixtures, musical instruments, natural gas (in sections where the supply is insufficient for war production needs), office machinery, outboard motors, plumbing, razors and blades, shotguns, tractors, typewriters and zippers.

Recommendations On Route Service

WASHINGTON, April 11.—The advisory committee of the ice cream trade recently suggested to the War Production Board a plan for cutting down truck deliveries. It appears that the suggestions of the ice cream industries might be used for other trades that have route deliveries.

The committee suggested that it should be possible to cut down deliveries and service calls as much as 30 per cent. It is expected that the WPB will be making many suggestions and rulings for trade and industries that must make service calls to their customers. Some of the trades, thru their advisory committees, are taking time by the forelock and making suggestions based on information concerning their own trade necessities.

TRADE SERVICE FEATURE The Billboard

BRIEFS OF THE WEEK

Deaths

Mrs. Emily I. Wellcome, 70, of Butte, Mont. Mother of R. F. Wellcome, Wellcome Music Company, Spokane, Wash.

Marriages

J. Hamilton Hart, manager of Decca branch at Houston, Tex., to Marjorie Byrne, of Austin, Tex., at Houston on March 23.

Ben Newmark, assistant manager of Atlas Automatic Music Company, Detroit, to Leba Mendelson, Detroit, at Napoleon, O.

New Addresses

Angott Sales Company, 51 Selden Avenue, Detroit.

Firm Changes

G & S Distributing Company, Birmingham, headed by Lowell E. Matthews, closed for the duration.

New Firms

H. E. Foote, H. E. Foote Amusement Company, 1126 North Boulevard, Richmond, Va.

Charlie Snyder and Sam Yaras, Southwest Amusement Company, 1712 Field Street, Dallas.

Alex Nakos, Jefferson Music Company, 2125 Fifth Avenue, North, Birmingham.

In Military Service

Gifford Moseley, Wigington Amusement Company, Richmond, Va., to the marines.

Ralph B. Gary, Gary's Record Service, Richmond, Va., to the navy.

Eddie Heller, Philadelphia, enlisted in the army.

Bob Leshin, of Byrde, Richard & Pound, New York, to the army.

Irvin Zellmer, Star Sales Company, Minneapolis, to the army.

William Burns, Minneapolis, to the army.

Richard DuBay, J. A. K. Sales Company, Minneapolis, to the army.

IMMEDIATE DELIVERY

SLOTS	Each
1 25¢ War Eagle, Perfect	$59.00
1 10¢ Cherry Bell, Like New	85.00
3 5¢ Q.T., Perfect	45.00
1 10¢ Q.T.	45.00
2 Mills Lion Head, One 5¢, One 1¢	35.00
1 25¢ Extraordinary, Very Clean	55.00
2 5¢ War Eagle, Very Clean	56.00
1 10¢ Blue Front, Double Jack Pot	50.00
1 5¢ Skyscraper, Like New	45.00
2 Pace Comets, One 5¢, One 10¢, Clean	40.00
1 10¢ Jennings Duchess, Clean	25.00
5 5¢ Mills Excelsior F.O.K. Vendors, Like New	35.00
2 10¢ Callie Bells, No Jack Pots	12.50
2 Little Dukes, 1¢ and 5¢, Clean	12.50
9 5¢ Mills Gooseneck Single Jack Pot Front Vendors, Good Condition	10.00
2 5¢ Vest Pockets, Like New	25.00
1 Evans Domino Round Head, Perfect	90.00
1 Paloeka Six Slots, One Ball, Perfect	40.00
CONSOLES	Each
1 Jennings Fast Time, Free Play	$ 90.00
1 Bally High Hand, Conv., Like New	185.00
2 Jumbo Parades, F. P., Latest Model	135.00
6 Jennings Tot, F. P., Latest, Like New	162.50
1 Watling Big Game, Free Play	135.00
1 Super Bell, Used Two Weeks	245.00
1 Club Bell, Used Two Weeks	289.50
2 Club Bells, Never Uncrated, New	345.00
10 Super Bells, Never Uncrated, New	300.00
1 Sun Ray, New, by Bally	245.00
Penny Packs, Imps, Boosters	4.00
Penny Jiffys, Se-Lect-Ums	6.00
Marvels, Liberties, Mercurys	9.00

200 Free Plays—Write for List.
1/3 Deposit, Balance C. O. D.

L. H. HOOKER NOVELTY CO.
ARNOLDS PARK, IOWA

100 or more—23c each.

SAM MAY & CO.
801 Main Avenue San Antonio, Texas

"BINGO BASEBALL"
A SURE MONEY HIT!!

THE CURRENT UNIVERSAL SMASH HIT INNOVATION!
The very newest in ticket games!!

Takes in 1600 Tickets @ 5c ..$80.00
Pays Out (Average) 49.62
Profit (Average) $30.38

16 Ways to Bingo—for Speeded Play and Quick Profits!! Featuring Jack-Pot Card Baseball Symbol Winners!! A Catch To Give You Your Greatest Big-Time Profits!!! A Special for Closed Territory!!

WRITE FOR OUR NEW 1942 CATALOG!
UNIVERSAL MANUFACTURING CO., Inc.
Dept. BB48
405 E. 8th St. Kansas City, Mo.
"WE MANUFACTURE ONLY"

New Nickels Approved . . .

WASHINGTON, April 11.—The new pennies, with the tin content reduced because of the war, have recently been distributed to the public. They look so much like the old kind that the U. S. Mint said apparently no one noticed the difference.

It is reported that President Roosevelt has signed the bill recently passed by Congress which calls for a new 5-cent piece. The new nickel will have about 45 per cent silver and about the same amount of copper. A 60-day waiting period is part of the new law. The metal content of the new coin is said to be usable in coin machines. Government officials will have authority to vary the content of the new coins so that they will work in coin machines.

Machine Supply Still Sufficient

BIRMINGHAM, April 11.—A tremendous increase in sales of used machines is reported by Birmingham operators and distributors. Distributors who have depended almost exclusively on sales of new machines are having to close up or else turn to this end of the business. Those distributors who have catered to used machine trade in the past are now cashing in.

So far, distributors are able to get hold of enough machines to supply the demand. Sometimes this necessitates moving the boxes from one territory to another and they may run into trouble here if the freight jam on the railroads continues. Distributors have not been too worried over the tire shortage. Business is good and most everybody seems happy.

The record business was never better. Customers jam distributors' places buying both new and used records. The business is amazing and far beyond anybody's expectation. With the sale of used machines and the sale of records, the well-rounded distributors are not particularly hurt by the shutdown on new machines; in fact, they are making money. This situation will continue apparently as long as defense spending holds out, and Birmingham is in the center of war activity.

Groetchen Closing Out All Machines

CHICAGO, April 11 (MR).—Groetchen Tool Company reports that it is now 100 per cent converted to war orders and that the entire plant is kept continually busy turning out materials as fast as it can.

Company officials report that other orders are ready to be taken as fast as the present orders are completed. One order for war materials will be completed in the near future, it is reported.

The firm has just announced a close-out of all remaining coin machines made by the company, such as Skill Jump, Mountain Climbers and Columbias. Company officials urge operators to get whatever quantities of these machines they need as soon as possible since the supply is very limited and no new machines will be made as long as the war lasts.

The machines that are now being offered are well known to the trade and orders will receive prompt attention, it was said.

Larger Quarters For Angott Sales

DETROIT, April 11.—Angott Sales Company, Detroit coin machine jobber for the past 10 years, has moved to a new and larger location in a major expansion move. The new location is at 51 Selden Avenue, half a mile north of its former location on Cass Avenue.

The new store has a display room nearly triple the former size. On display are its extensive music machine line and other equipment, including the Packard Pla-Mor. Offices and reception room for visiting operators are located directly back of the display room.

In the rear are general storage rooms, divided into two sections for convenience, and an extensive stockroom. The latter contains what is said to be one of the largest stocks of replacement parts for pin games and music boxes in this territory.

Complete machine shop facilities for servicing machines are available and the shop has been put in a room protected by a screened grille for maximum efficiency. Delivery and shipping entrance is in the rear.

Coinmen Express Hopes for Summer

BALTIMORE, April 11. — Summer weather here, with the thermometer registering as high as 87 degrees, has turned the thoughts of coinmen to summer activities. There is a divergence of opinion as to what the prospects are for the summer season. Some distributors look for a big season for operators at outdoor locations and consequently anticipate brisk sales in machines for arcade and sportland operations. If this develops they will find a good market for their used equipment.

Others express the view that prospects for a good summer season do not appear so rosy. They point to difficulties that may be encountered in getting to and from out-of-town locations due to the tire situation. Both distributors and operators admit they may be wrong in their views on summer activities.

Those who are still running their cars this season will find a way to keep them in the running. Latest figure on car registrations for the year 1942 is approximately 400,000. While this is lower than car registration for last year, it still is a large number. It means that some 400,000 cars will be in use for the 1942-'43 year. This should provide excellent transportation facilities for those who desire or plan to patronize the summer resorts.

SALESBOARDS ★ BASEBALL TALLY CARDS ★ COUPON GAMES ★ E-Z PICKIN' JAR GAMES

Let's Go Men! On to Victory with this hot hellsablazing Dive Bomber, full of dynamic profits, that will pour in from every location in your territory! Diecut! Eight Color Super Brilliant design.

"DIVE BOMBER"
Takes in 1026 Coupons @ 5c $51.30
Total Payouts $24.24
PROFIT (average) $27.06

ORDER TODAY!
Immediate Delivery
For Super Sensations
Buy Gay Games"
Creations!

SIDE VIEW OF SPIN-N-WIN GAMES

NOEL'S Gay Games INCORPORATED
Muncie, Indiana

CARL TRIPPE Price Plus Guaranteed Satisfaction

Always! A SQUARE DEAL WITH IDEAL

Reconditioned Automatic Consoles

	Each		Each
2 Mills Jumbo Parader, New	$169.50	1 Jennings Liberty Bell, Slant	$ 24.50
1 Mills Big Race	27.50	3 Jennings Liberty Bell, Flat	22.50
1 Keeney 1937 Trackline, Blue	47.50	2 Jennings Derby Day, Slant	24.50
2 Keeney 1937 Trackline	37.50	1 Pace Race, Brown, 30-1, Jackpot	189.50
2 Keeney 1937 Trackline, Cracked Glass	25.00	5 Pace Race, Black	79.50
3 Jennings Fast Times	69.50	2 Bally Dixie	74.50
1 Jennings Good Luck	34.50	1 Bally Clubhouse	17.50
2 Jennings Silver Moons, New	189.50	2 Exhibit Tanforan	19.50
1 Jennings Silver Moon, Totalizer, 10c, Like New	169.50	2 Exhibit Longchamp Sr.	22.50
		1 Baker Pacer, New, Floor Sample	375.00

Terms: One-Third Deposit, Balance C. O. D.
Send for Our Complete Price List on Any Games You Are Interested In

IDEAL NOVELTY CO.
2823 Locust St. St. Louis, Mo.

PHONOGRAPHS

Wurlitzer 750E	$375.00
Wurlitzer 800	319.50
Wurlitzer 700	275.00
Wurlitzer 600 Rotary	175.00
Wurlitzer 500	175.00
Wurlitzer Remodeled 616 with Light-Up Grill	75.00
Seeburg Majors RCES	300.00

1 BRAND NEW SEEBURG SUPER HIGHTONE with two BRAND NEW 5c Wireless Wallboxes, Complete	$500
Wurlitzer 430 with Speaker, equipped with 5c, 10c and 25c Wallboxes	$115
Wurlitzer Adaptor, Brand New	30.00
Buckley Adaptor, Brand New, 24 Rec., Brand New Wireless Seeburg Wallboxes	32.50
Seeburg Brackets, Each	2.00
Impulse Steppers	22.50
10" Utah Speaker, Leatherette Cabinet, Complete	15.00
Sturdy Wire Cable, Per Ft.	.20

ROYAL DISTRIBUTORS, 409 N. Broad St., Elizabeth, N. J.

WANTED—CHROME BELLS

Will pay $140.00 cash for 5-10-25-50-cent GENUINE MILLS ORIGINAL Chromes.
Will pay $150.00 cash for 5-10-25-50-cent Gold Chromes or Emerald Chromes.
Wire or write immediately, BOX D-201, in care of The Billboard, Cincinnati, O.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

CHICKEN SAM OPERATORS
"HIT THE DIRTY JAP"

Deluxe Change-Over Units Will Revive Your Chicken Sam and Jailbird Machines.
Unit consists of entirely new molded figures (not remolded or made of cardboard), flashy new sixteen color scenery processed on heavy cardboard—also streamer for top of machine, all units thoroughly checked—no unnecessary fitting to be done, may be installed in few minutes.

This Is Red Hot—
Order Now and Cash In
$15.00 Complete F. O. B. San Antonio, Texas. Terms: 50% with Order, Balance C.O.D. (Payment in full with order will save C.O.D. fee.)
HITLER UNITS SAME PRICE.
Samples Sold With Money Back Guarantee If Not Satisfied
BONA FIDE DISTRIBUTORS, WRITE.
Manufactured Exclusively By
HAROLD W. THOMPSON
(Seeburg Phonograph Distributor)
415 Carolina St., San Antonio, Tex.

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Keep 'Em Smiling! Berlo's Adv. Theme

PHILADELPHIA, April 11.—In keeping with the times, Berlo Vending Company, candy vender, has adopted a *Keep 'Em Smiling!* theme for all its advertising and promotion. Utilizing the smiling figures of a young boy and girl, an institutional message is used, stating:

"This war is a war of nerves. It is being fought not only on the field of battle but in the mind and heart of every adult and child. It is being fought, too, in every motion picture theater. For it is there that Americans are finding both the relaxation and stimulation that are essential to an invincible morale. We are proud of our long association with the motion picture industry. And to it we pledge our fullest possible co-operation—to keep 'em smiling until victory comes."

Berlo locations are primarily in movie houses thruout the country. With main offices in Philadelphia, Berlo operates the candy venders in New York, Cleveland; Roanoke, Va.; Washington, D. C.; Pittsburgh; Charlotte, Va.; Harrisburg, Pa.; Columbus, O.; Altoona, Pa.; Baltimore; Allentown, Pa.; Richmond, Va.; Cincinnati; Hagerstown, Md., and Atlantic City.

Digger and Claw Machines Popular

BALTIMORE, April 11.—A recent development in sportland, playland and penny arcade operation in Baltimore is the popularity of novelty merchandising machines. There are now more claw or digger machines in operation than there has been for the past two years. These claw machines are in great favor and customers steadily try their skill for the various types of merchandise in the claw or digger machine.

The rotary merchandiser is another type of machine that had not been in much evidence until recently. This also intrigues patrons of the sportlands. These merchandisers have been out of circulation for some time, it is said, but now get good patronage.

Mexican Orders Pour In

LOS ANGELES, April 11.—Within two weeks after the Badger Sales Company officially opened its doors of its West Coast spot, orders began to pour in from Mexico. William R. Happel Jr., manager, reported that he had received three large orders for reconditioned phonographs from customers in Mexico. Orders totaled several thousand dollars, Happel said.

Supplies of Stamps

In an effort to aid retailers in planning a model inventory in Defense Stamps, the U. S. Treasury Department has studied the sale of Defense Stamps during the last few months and made the following compilation to meet consumer demand:

The large retailers should stock:
60 per cent in 25c stamps
30 per cent in 10c stamps
5 per cent in 50c stamps
4 per cent in $1 stamps
1 per cent in $5 stamps

The smaller retailers or the retailers in the drug, variety and grocery field should stock on this basis:
75 per cent in 25c stamps
23 per cent in 10c stamps
2 per cent in 50c stamps

If Players Wager, They Are Guilty

TALLAHASSEE, April 11. — Florida sheriffs may confiscate licensed coin machines if they are used for gambling with the consent of the owner or his representative, Attorney General Tom Watson ruled April 3.

"If a player of a machine, licensed for amusement, uses it for gambling purposes," he advised Sheriff Todd Tucker of Clearwater, the player should be prosecuted for gambling.

"If such licensed machine is used for gambling purposes without the knowledge or consent of the owner, servant, clerk or operator of the location of such amusement device, you have no right to confiscate the machine.

"If such licensed machine is used for gambling purposes with the knowledge and consent" of the owner or his agent, the person permitting or consenting to illegal use of the device should be prosecuted for keeping a gambling house and the machine seized, he said.

Detroit

DETROIT, April 11.—Harry J. White, of the White Music Company, is expected back from a sojourn in California about the middle of April.

* * *

Henry C. Lemke is planning to open a bowling alley in the suburb of Center Line.

* * *

Chris Kantaulakis is establishing a route of cigarette venders.

* * *

Michael Weinberger, S & W Coin Machine Exchange, is back from two weeks in Florida.

BUY BONDS!
BUY MONARCH GAMES for SAVINGS to BUY MORE BONDS!

NEW GAMES IN STOCK FOR IMMEDIATE SHIPMENT

Genco Four Aces ..$189.50	Gottlieb Liberty ..$109.50	Chgo. Coin Gobs ..$139.50
Genco Defense 164.50	Gottlieb Keep 'Em Flying 164.50	Chgo. Coin Yanks 154.50
Genco Victory 129.50	Gottlieb Five & Ten 149.50	Chgo. Coin Home Run 109.50
Exhibit Sky Chief 164.50	Bally Pimlico 309.50	Mills Jumbo Parade, FP 140.00
Exhibit Air Circus 109.50	Bally Longacre ... 309.50	Mills Jumbo, FP & PO 165.00
Baker Pacer Daily Double & JP ... 375.00	Keeney Super Bell 285.00	Mills Three Bell .. 575.00
Jennings Bobtail, FP 169.50	Keeney 4-Way Bell, 3 Nickel, 1 Quarter 495.00	Mills Four Bell ... 550.00
Mills Club Bell Console, 50c 299.50	Bally Hi-Hand ... 229.50	Mills Chrome Bell, Orig. 2-5 Pay .. 185.00

MILLS OWL FIVE BALL FREE PLAY NOVELTY GAME $99.50

AUTOMATIC PAYOUT CONSOLES

Baker Pacer, Sr. 7418, Daily Dbl. & JP $240.50	Jenn. Silver Moon $135.00	Keeney Triple Entry $170.00
Mills Four Bells, Factory Recond. .. 289.50	Jenn. Fastime 74.50	Keeney 1938 Track Time 140.00
Paces Races, Walnut Cab. 135.00	Jenn. Good Luck .. 49.50	Keeney Super Bell 235.00
Paces Races, Walnut Cab., JP 175.00	Mills Square Bell .. 79.50	Evans Lucky Lucre 175.00
Bally Hi-Hand ... 169.50	Pace Saratoga, '41 Mod., Car. Rails 145.00	Evans '41 Dominoes 235.00
Mills Jumbo Parade, Red & Bl. Cab., Like New 145.00	Mills Jumbo Parade, FP & PO Mint Vender 152.50	Evans '39 Dominoes 109.50
Bally Roll-Em ... 119.50	Jenn. Multiple Races 49.50	Evans '37 Dominoes 59.50
Stance Bell, 25c, New 99.50	Exhibit Tanforan .. 39.50	Mills Jumbo Parade 125.00
	Groetchen Sugar King 59.50	Pace '41 Saratoga, Comb. FP & PO 169.50
		Jennings Liberty Bell 39.50

ROCK-OLA 1941 SPECTRAVOX & PLAYMASTER PHONOGRAPH COMB. $350.00

FREE PLAY CONSOLES

Bally Big Top ...$150.00	Mills Jumbo Parade $ 94.50	Pace Saratoga, Mod. 1941, Comb. ...$169.50
Bally Hi-Hand ... 149.50	Jennings Silver Moon 130.50	Jennings Fastime . 104.50
Keeney Super Bell 235.00	Jennings Bobtail .. 139.50	Bally Club Bell, Comb. FP & PO 299.50
Watling Big Game, Late 1941 Models 114.50	Mills Jumbo Parade, Comb. FP & PO 152.50	

NEW MILLS SLOT MACHINE SAFE STANDS. LOTS OF FIVE ......$15.00 EACH
TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT OR C. O. D.
Write for Complete List Used and New Equipment of Every Type.

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO

CLEVELAND COIN'S TRADING POST

ARCADE EQUIPMENT

2 Advance Shockers ..$10.00	2 1c Cirus ....$ 8.00
20 Hells Gripper 8.50	10 New Piker Packs .. 18.50
2 Seeburg Rayolite .. 95.00	3 Bumper Bowling .. 45.00
7 Black Anti-Aircraft 49.50	1 Bally Alley 35.00
2 Brown Anti-Aircraft 59.50	4 Ten Strikes 75.00
6 Merchantmen 45.00	4 Tommy Guns, latest 135.00
1 View-a-Scope 15.00	4 Super Bombers ... 195.00
10 Buckley Delux Diggers 70.00	10 Drivemobiles 185.00
2 Magic Fingers 85.00	10 Ace Bombers 185.00
35 Drop Picture Machines Meter Type 39.50	Scientific Baseballs ... Write
6 Carl's Scales 30.00	Scientific Basketballs .. Write
10 Sky Fighters 185.00	10 Chicago Coin Hockey Write
1 Jennings' Barrel Roll 60.00	New Mountain Climbers Write
	Flippers 5.00

CONSOLES

8 Jumbo Parades, C.P. $105.00	1 Royal Draw, 10c ...$ 85.00
4 Jumbo Parades, F.P. 105.00	2 Kentucky Clubs ... 89.50
1 Fast Time, F.P. 69.50	1 V Model Cigarola .. 78.00
1 Paces Reels, '41 Mod. 135.00	3 Lucky Lucre 105.00
1 Paces Saratoga, '41 Model 135.00	4 Square Bells 79.50
1 Jungle Camp, Comb. 105.00	1 Sugar King 55.00
2 High Hands 105.00	2 Four Bells 285.00
1 Royal Flush 135.00	Tanforans 20.50
2 Jennings Derby Days 20.50	1 Jennings Multiple .. 65.00

SLOTS
2 10c Blue Fronts, 400,000 Series ..$ 85.00
1 5c Blue Front, 400,000 Series .. 85.00
6 5c Blue Fronts, 365,000 Series .. 75.00
2 5c Columbias, Cig. Reels 45.00
1 5c Columbia Bell .. 45.00
3 Great Vest Pockets 27.50
3 5c Melon Bells ... 105.00
1 1c Roman Head ... 35.00

VENDING MACHINES
350 1c Columbus #33 Northwestern, Perc. Finish, Reg. Silver King Nut Vend. 55.00
10 #33 Northwestern Gum Vend. 5.00
8 Rowe 5c Selective Gum & Mint Venders ... 10.00
10 Esquires 0.00
8 1c Trimount & Robbins Stick Gum Venders .. 5.00

COUNTER GAMES
20 1c Marvels, Mercury & Sports Token Ejecting Machines $10.00

WANTED TO BUY OR WILL ACCEPT IN TRADE: WALL BOXES, WIRE ADAPTERS, MUSIC MACHINES, ARCADE EQUIPMENT, CHROME BELLS, VEST POCKETS, ONE-BALL FREE PLAY, LARGE AND SMALL SKEE BALLS, SCALES, ROTARYS.
Write or Wire, Giving Price, Condition and Quantity. One-Third Deposit, Balance C. O. D.
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Central Ohio Quality Buys

SLOT AND CONSOLE BARGAINS

50 Mills 5c Blue Fronts (Heavy), Serials Around 380,000, A-1 ....$80.50
10 Mills 5c and 10c Blue Fronts (Heavy), Serials Over 400,000, Club Handles. 89.50
1 Mills 5c Chrome Bell, Like New, Single Cherry Payout 179.50
1 5c Mills Brown Front, Knee Action ...$129.50
5 Groetchen Columbias, DJ Fruit, Like New 59.50
4 1c Mills Blue & Gold Vest Pockets, New. 39.50
1 5c Mills Blue & Gold Vest Pocket, New . 59.50
1 1c Mills Blue Front 69.50
1 5c Mills Roman Head, 3-5 Payout, A-1 . 69.50

Woolf Solomon

CONSOLES
10 Mills Jumbo Parades, F.P., A-1 Cond., Appearance $89.50
3 Bally Big Tops, F.P. .. 97.50
4 Bally Big Tops, Cash Payout 104.50
10 Paces Saratogas, 1940 Models with Rails 99.50
3 Evans Lucky Lucres, 1941 Models, Like New 105.00
2 Keeney 1938 Kentucky Clubs 89.50
10 Keeney 1938 Track Times 97.50
1 Bally Roll-Em, Like New, Cash or Check Sep. ...215.00
3 Baker's Pacers, J.P. Check Sep., 7800 Ser., Like New 205.00

ARCADE EQUIPMENT
Keeney Air Raiders, Like New $139.50
Mutoscope Sky Fighter ... 169.50
350 Dial Ten Pin 79.50
Drivemobile 179.50
Keeney Anti-Aircraft Guns, Light Cab. 49.50
New Genco PLAYBALL, Chicago HOCKEY, Scientific BASEBALL or BASKETBALL—WRITE.
Write for Our Complete List of Free Play Tables.
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Argentine	49.50	Star Attraction	42.50	Sky Ray	34.50
Bosco	64.50	Major '41	39.50	Velvet	20.50
Captain Kidd	49.50	Snappy '41	47.50	Stoner's Click	40.50
Gun Club	49.50	Sports Parade	27.50	Target Skill	20.50
Jungle	59.50	Sports	10.00	Boom Town	24.50
Ten Spot	34.50	Sporty	12.50	Red, White & Blue	24.50
Hi Hat	39.50	Legionnaire	42.50	Big Time	24.50
Big Chief	24.50	**BALLY**		**GOTTLIEB**	
Band Wagon	24.50	Pursuit	$35.00	Keep Em Flying	$90.50
Blondie	19.50	Playball	24.50	5-10-20	74.50
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Double Play	34.50	Attention	24.50	Horoscope	39.50
Do Re Mi	35.00	Cross Line	19.50	Miami Beach	39.50
Duplex	24.50	Monicker	64.50	Sea Hawk	29.50
Wings	12.50	Vacation	14.50	Gold Star	20.50
Knockout	64.50	Mascot	12.50	Old Champ	34.50
Big Parade	74.50			Stoner New 3 Ups	49.50
				New Champ	49.50

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Scientific Batting Practice, List Price $249.50, Special $169.50
Scientific Baseball, 1c or 5c .... Write
Scientific Basketball, 1c or 5c ...... Write
Chicago Coin Hockey .... Write
Keeney Submarine .... Write
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ALL NEW—ORIGINAL
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Bally Hi Hand $200.00
Bally Club Bells, M. V. 314.50
Bally Club Bells, 25c Slot 314.50
Keeney Super Bell, F.P. & Cash ... 209.50
Kicker & Catcher, 1c .... Write
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Exhibit Air Circus, Special 129.50
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Used Jumbo Parade, F.P. Special ... 69.50

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Horoscope ...$35.00	Target Skill ..$20.50
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Zig Zag 37.50	Knockout ... 72.50
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Best Buys in the Middle West—Compare These Prices

2 Blondie ...$14.50	3 Chevron ...$10.00	5 Follies $10.00	3 Mr. Chips .$10.00
3 Band Wagon 27.50	9 Champs ... 40.00	5 Gold Star .. 26.00	3 Punch 10.00
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4 Bosco 64.50	3 Dude Ranch 27.50	6 Horoscope . 49.50	2 Rotation ... 15.00
5 Big Parade. 89.50	3 Formation . 21.50	2 Landslide .. 15.00	7 Ten Spot .. 47.50
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IT'S LIKE ROLLING "7s" WHEN YOU DEAL WITH EVANS

X-RAY POKERINO Brand New, in Original Cases $164.50 First Come First Served
Special Discounts in Lots of 5 or More
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MUSIC MERCHANDISING

WPB CUTS DISK OUTPUT

Production Will Be in State Of Flux for Next Few Months

Report that record companies are readying shellac substitutes to ensure somewhat normal output

(Continued from page 19)

ings, paint and electrical wiring. Price of shellac has bounded skyward as the war has progressed. It previously sold as low as 8½ cents per pound, but disk companies are now laying out 32 cents plus a war risk insurance which brings it close to 37 cents a pound.

Disk rationing talk this week also led to discussions among the diskers of the possibility of their co-operating with the WPB thru their jobbers and distributors in collecting old and used platters for reprocessing. According to late reports, it was understood that there was a good possibility of diskers making it mandatory (with WPB backing) for consumers to return record for record on all purchases. Such a scheme would prove a great conservation for both the disk companies and the WPB, it was felt, and at the same time would not work much of a hardship on the average consumer.

Diskers Sound Warnings

Major diskers were already sending out warnings this week to the coin phonograph operators because of the possibility of such a salvage plan. Operators usually sell their accumulated old stock and used platters at regular intervals, and disk manufacturers are pointing out that if these surpluses are not saved now the operators will be caught short when it comes to purchasing new disks. By the end of this week reports had already reached *The Billboard* that "promoters" were offering high prices to operators for their used disks in the hope of selling them at later cornering a part of the new disk market.

Trade Is Crystal-Gazing

Whole music trade was endeavoring this week to do a little crystal-gazing to figure out the effects shellac was going to have on their livelihood. Some diskers were foreseeing the old practice of coupling two different artists on one platter. Contracts guaranteeing a band or singer so many sides a year were a cinch to be frowned on for the duration. All but the top name bands were seen to be put in a spot now of producing plenty of sales within the next few weeks if they are to be kept on the platter companies' scrolls at contract expiration time. Music publishers were also busy wondering where they stood now that disks had become such an important part of plugging pop songs. One thing was certain, many of them were already admitting: the competition would definitely be much keener.

See Price Rise

Observers were predicting, too, that it would only be a matter of days now before the disk outfits would raise the price on the platters. Talk of this had been going the rounds as long as six months ago, due to the steadily increasing costs of materials, but no one of the three major outfits wanted to make the first break. Now, however, it was felt, they will have no choice. Most probable solution, it was reported, would be for the diskers to bring out a one-price pop label. For example, in the case of Columbia or Victor, they might hold their company title labels at the same price level, but discontinue their 35-cent Okeh and Bluebird tags. Decca has already expanded its 50-cent series, altho this had no bearing on the current situation, since it was in the works several weeks ago.

If the price situation is met this way, effect will be to shrink the artist rolls. However, diskers may feel that it would be silly at this point to drop labels which went a long way toward rolling up the 120,000,000 all-time high disk sale last year. Final order from the WPB, it is felt, will also go a long way in determining the price policies set in the future by the diskers.

It was definitely not felt that any curtailment of disk production would hurt the coin phonograph operators at this time. As one disker pointed out, distribution would still be up to the distributors in the various territories and they would naturally see that their best customers were not left out of the picture. In fact, he said, operators would find less of a disk turnover in their machines, but probably get just as much play, because patrons would not be requesting records they hadn't heard. Tune consumption has been decreased on radio since Pearl Harbor, due to war exigencies, too.

THE ST. PAUL OFFICE of Mayflower Distributing Company received heartiest congratulations from Wurlitzer General Sales Manager Mike Hammergren on its outstanding job with 1942 Wurlitzer phonographs and auxiliary equipment. With Hammergren are Morris Roisner and Herman Paster, who are largely responsible for Mayflower's good work in St. Paul. (MR)

Launch Plan for Music Men To Push Bond Sales

Members of national association will buy as well as boost bond sales

CHICAGO, April 11 (MR).—An unusual plan for enlisting the music industry behind the government program to sell United States War Bonds was announced here this week by Pat Buckley, president of the Buckley Music System, Inc. An organization to be known as the National Association of 100 Per Cent for Defense Subscribers has been incorporated under the laws of Indiana for the purpose of offering special services to music operators and also enlisting them in the objectives for which the organization stands. Among its purposes as stated in the by-laws are the following:

1. To encourage the purchase of United States Savings Bonds.
2. To build up civilian morale.
3. To conserve materials essential to the war effort.
4. To provide suitable representation for association members.

It is emphasized that the organization was started by music operators who know operating problems today, and that the organization will offer real help to music operators in meeting the difficulties that come to operators during wartime. Among the services offered to members is that of an attractive plaque to place on each phonograph and thus distinguish the machine as a part of the great national campaign.

Operators Start Plan

The originator of the plan is Al Byrd, a music operator of Terre Haute, Ind. Charles Hughes, Ladoga, Ind., who has operated music boxes for 12 years, has helped in getting the organization started. C. A. Shry, another operator, Anderson, Ind., has also lent his services in getting the plan started.

The sales organization of the Buckley Music System will undertake the job of introducing the new plan to music operators in all parts of the country. It is announced that operators who desire more information should contact a Buckley representative.

Buckley, in announcing the plan, said: "The idea has been in operation since the first of March and in this short time it has spread into four States. The idea immediately appeals to the patriotic feeling of the public, the location owner and the operator. This is only natural because it gives the public an opportunity to participate in the purchase of bonds whether they spend a nickel, dime or quarter. It also gives them an opportunity to participate in bond buying over and over again every day in the week.

"The plan behind this idea is to place the association plaque in every location where coin-operated equipment is used. This plaque is unique and commands the attention of everyone. The design has been made by a prominent artist and the plaque is made up of colors on heavy cardboard in the shape of a shield reading as follows:

"'Mr. and Mrs. America: We are proud to announce that the coin-controlled equipment here is owned by the Automatic Music Company, a member of the National Association of 100 Per Cent Subscribers. They agreed to devote the profits for the purchase of War Bonds. Your nickels—Keep 'Em Flying—enjoy yourself.'

Members Already Signed

"The founders of this association have successfully presented this idea to 180 operators in four States and all are willing and eager to further the sale of bonds.

"We now plan to acquaint every music operator in the country with the details of this idea. The founders, thru their association, will reach every section of the country thru the facilities of the Buckley organization. I say that this is something of the greatest practical interest to every operator. We are working with the association so that the working details can be presented to every operator and so that every operator can participate and receive the benefits.

"All of us feel that music is a great thing for morale in wartime. Knowing that we want to serve the public thru continuous operation of our music, we have developed our plan for co-operating 100 per cent in the sales of War Savings Bonds. We want national co-operation so that we can show our government what we are doing to keep up public morale.

Plaque Is Insignia

"From the practical standpoint the installation of this plaque in locations has tended to greatly increase phonograph receipts. The reason for this is that the public naturally wants to use every means possible to buy bonds. The location owner and his employees recommend this easy way of participating in the purchase of bonds by the community.

"An interesting tie-up angle is that bonds are made available and delivered by newspaper carriers in many communities. Naturally, the editors and publishers of newspapers are giving publicity as to the quantity of bonds purchased in their community. Everyone is interested in these facts today, as every community wants to make sure that the total purchases of bonds by it is equal to the amount purchased by other communities. Editors will hail and publicize the phonograph War Bonds plan. From the figures now available it is estimated that this plan should result in the sale of $1,000,000 worth of bonds every month."

The Billboard Subscription Rates Upped

Only two weeks remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

	Until April 30	After April 30
One Year	$5	$7.50
Two Years	$8	$12.50
Three Years	$10	$16.50

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.

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AMERICAN FOLK-RECORDS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column designed to help operators select money-making recordings of folk tunes. Address all communications to Folk Records Editor, The Billboard, 1564 Broadway, New York City.

News Notes

Gene Autry will be touring his rodeo starting this month, with Cleveland and Pittsburgh among the stops. Operators in the localities visited can make profitable tie-ups with current Autry disks. . . . Another chance for tie-ups—and good for any spot thruout the country—will come when Bob Wills starts making films for Columbia Pictures. He has signed a contract with the film outfit to do eight to 10 pix during the coming year. A number of his Texas Playboys will go out to Hollywood with him to participate in the camera sessions, and the others will remain behind in Tulsa, Okla., to continue with Wills's current night club work and air appearances over KVOO. . . . Arizona Slim has gone into partnership with John Slattery and has opened a night spot in Dallas. It's called Cafe Esquire. . . . Roy Rogers, Republic Pix' singing cowboy, has been getting requests for further info on square dances since he got out his *Hoe Down Album* of square dance calls, and is preparing a brochure to be sent out to the inquirers.

Week's Best Releases

Texas Rangers (Okeh 06629)
Pull Out the Stopper and *I Wonder Why*

An excellent coupling of a lilting, sweet ballad and a terrific novelty tune, *Why*, the ballad, is a very pretty melody given fine vocal treatment by Bob Crawford. *Stopper*, a bouncy, fast and catchy novelty, looks like a real puller. A corn-likker-fed dream of country tunes, it has swell chorus vocals on the words and outstanding band interludes that feature various instruments, including a jug and a sweet potato. It's top work thruout, and should be a natural for tavern spots.

Gene Autry (Okeh 06627)
I Hang My Head and Cry and *You'll Be Sorry*

An Autry pairing that continues his excellent tradition of top vocal treatment of apealing tunes. Both are lovely numbers, with *Sorry* taken at somewhat brighter tempo than *Cry*. Both the tunes and the treatment indicate that the sides will take their places among previous Autry hits.

Denver Darling and His Texas Cowhands (Decca 6033)
Live and Let Live and *Branded Wherever I Go*

Live, on the A side, is a pretty tune taken at bright tempo, and may even be a possibility for the pop lists that have gone for *Deep in the Heart of Texas*. Gets nice lyric treatment for solo voice, with fiddle and guitar coming in on the band breaks. *Branded* is a bright and very pretty tune coupled with lugubrious words about the sorrows of a convict. An excellent vocal and splendid band backing make it a rich, flavorsome recording. Up-side depends on local tastes.

Pete Pyle (Bluebird B-8971)
Beer Drinkin' Blues and *I Made a Mistake*

The beer-hangover blues on the A side shapes as terrific for tavern trade. Gets swell, foot-tapping intro from guitar and mandolin, with Pyle coming in to deliver the words in tip-top style. Both the tune and the sentiment expressed should have heavy tavern appeal. B side is a swingy, catchy ballad also boasting nice work from Pyle and his accompaniment.

Eddie Dean (Decca 6034)
Back in the Saddle Again and *Sleepy-Time in Caroline*

A pair of favorites are given a new lift by Dean's excellent vocals. Both receive nice band backing and are delivered in straightforward style in Dean's soft, appealing voice. Choice of face-up side depends upon individual locations, but play can be expected for either or both.

The Sons of Dixie (Bluebird B-8970)
Nobody Cares for Me and *The Prisoner's Farewell*

Nobody ballad on the A side has swell band intro, led by excellent steel guitar, and then goes into nice vocal, set off by band interludes featuring piano and a hot fiddle that's really hot and should help powerfully to sell the side. *Prisoner*, on the flip-over, is a typical country tune that turns into a lugurbrious chant of the condemned, sold by chorus and solo vocals and band work. It's taken at a nice clip and there's swing and drive to the tune.

The Prairie Ramblers (Okeh 06628)
You Were Right and I Was Wrong and *Nellie's Not the Same Nell Now*

Right is a sweet and very pretty ballad with a well-delivered vocal from Rusty Gill. Heavily rhythmic, it also shapes up as excellent for dancing. *Nell*, with vocal getting nice delivery from Allan Crockett, is a novelty tune, a manufactured rustic ditty with mildly amusing words and a catchy rhythm melody that provides chance for standout licks from hot fiddle and piano.

Recommended

Records showing indications of becoming music machine hits, based on nationwide reports and the judgment of The Billboard's Music Department.

"DEEP IN THE HEART OF TEXAS": Patsy Montana and Her Pardners (Decca 6031)—Altho released only a little over a week ago, Patsy's version of the current pop rave is already showing up on best-seller lists. Disk has a tough job to overtake the many previous versions, but it's an outstanding recording and, especially in spots where the Montana name means a lot, it may do it. Also to help is the fact that Patsy and her crew are set for personal appearances in the East

Letter Box

Two tunes that were recently in this column's "Recommended" slot are going great guns, according to reports. One is Carson Robison's *1942 Turkey in the Straw*, which has been up there for some weeks now; the other is the Bee Gee Tavern Band's *Happy Hobo Polka*, which, ops say, is doing a terrific nickel-pulling job, particularly thru the Midwest. . . . Probably the top folk tune, taken on a nationwide basis, is Ernest Tubb's version of *Walkin' the Floor Over You*. It's placing high on lists from the Midwest, the South and the Pacific Coast, and is particularly big in the last-named territory. . . . Another version of the same tune, that done by Dick Robertson, is also going very well. New Orleans, for one, reports it taking top money. . . . Other Tubb recordings are also going well in the South, including *When the World Has Turned You Down* and *Time After Time*, both of which are on the same disk. . . . Gene Autry and Jimmie Davis seem to be matching each other almost song for song on the reports these weeks. Both boys' versions of *You Are My Sunshine* are showing high in the lists from the Midwest and the South. And the same holds true, to a slightly lesser degree, of their versions of *Tears on My Pillow*. . . . Spike Jones's *Clink, Clink Another Drink* continues to mop up on the West Coast, particularly in the Los Angeles area. . . . Roy Acuff's *Wabash Cannon Ball* is taking top nickel play among country tunes in Minneapolis; and Bob Atcher's version of *Sweethearts or Strangers* is also a high favorite there. . . . Milwaukee likes Bob Wills's *New San Antonio Rose*. . . . Springfield, Ill., reports heavy play for Carson Robison's *Mussolini's Letter to Hitler*. . . . Dallas operators are pulling nickels with *I Trust You So* (Jimmy Davis) and *Cherokee Maiden* (Bob Wills). . . . In New Orleans, Patsy Montana's newly released version of *Deep in the Heart of Texas* is already a top favorite, along with Jimmie's Davis's *What More Can I Say*. . . . Wilkes-Barre, Pa., is giving nickels to Bob Atcher's version of *I'm Thinking Tonight of My Blue Eyes*. . . . Columbia Records reports that its best-selling folk disks, on a nationwide basis, are *You Are My Sunshine* and *It Makes No Difference Now* (Gene Autry), *There'll Never Be Another Pal Like You* and *Tears on My Pillow* (Gene Autry), *Live and Let Live* and *When My Blue Moon Turns to Gold* (Wiley Walker and Gene Sullivan), *Wabash Cannon Ball* and *Freight Train Blues* (Roy Acuff) and *New San Antonio Rose* and *Bob Wills Special* (Bob Wills).

Philly Phono Assn. Banquet Set for Club Bali, May 3

PHILADELPHIA, April 11.—Dedicating an evening of fun and good fellowship to the continued faith and well-being of the music machine industry, May 3 has been set as the evening for the fifth annual banquet of the Phonograph Operators' Association of Eastern Pennsylvania and Southern New Jersey. Club Bali, the town's smartest night club, will again be the festive scene. Banquet will start at 6:30 p.m. Following the dinner, the star-studded floorshows of the Club Bali and Kaltner's Little Rathskeller will be presented. Affair will be informal.

"Not only will this be the biggest and best affair ever," promised Jack Cade, business manager of the association, "but the emphasis will be entirely on having a good time."

Sam Stern, head of Keystone Vending Company, is serving as chairman of both the entertainment and yearbook committees. Ben Hankin and Herman Scott are members of the entertainment committee. Yearbook committee includes Harold Rosse, Herman Scott, Ben Hankin, Harry Elkins, Phil Frank, Bert Sheward and Ben Piremen. Cade will serve on each committee.

LEAHM KELLY, KELLY AUTOMATIC MACHINE COMPANY, Joliet, Ill., is one of the biggest music merchants in the State of Illinois. When placing an order for Wurlitzer's Victory Model phonographs, Kelly said: "My first '950s' proved fine earners, so I'm buying all I can get." A hearty handshake from Larry Cooper (right), Wurlitzer district manager for Illinois and Missouri, sealed the deal. (MR)

NEW DECCA RELEASES

"Champagne Music"
LAWRENCE
WELK

DECCA No. 4286
"When the Roses Bloom Again"
Vocal by Bill Kayler
"Shrine of Saint Cecilia"
Vocal by Jayne Walton
DECCA No. 4287
"Tica Ti-Tica Ta"
Vocal by Bill Kayler
"Barbara Polka"

Soon To Be Released DECCA No. 4309
"Pennsylvania Polka"
coupled with "Lady Play Your Mandolin"

NOW TRIANON BALLROOM, CHICAGO
WGN and MUTUAL NETWORK
Direction: Frederick Bros. Music Corp.

WURLITZER
16 Record MARBLGLO

Complete, Ready to Operate, Money-Back Guarantee.. $119.50

61 Wurlitzer, Counter	$ 89.50
71 Wurlitzer, Counter Mod.	139.50
500 Wurlitzer	189.50
Rockola Imperial 20s	89.50

MISCELLANEOUS

Batting Practice, Floor Sample	$129.50
Ace Bombers, Like New	199.50
Electro Hoists	60.50
Marblehimen	79.50
Square Bells	89.50
Shoot the Chutes	99.50
Buckley DeLuxe Diggers	129.50
Drivemobiles, Like New	189.50

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A NEW VICTOR RECORD

Artist for your Coinograph

DAVID ROSE and his Orchestra

They've heard him on the air . . . now let them hear him on your Coinograph.
Here's a name to put in lights bright and early on your Coinograph—David Rose—a favorite name in radio, a new name on Victor Records. For his initial recording, he plays his own

'OUR WALTZ'

and

'HOLIDAY FOR STRINGS'

And, mister, it is a record! It's going to be a real money-maker, and not just small change, because—

★ It has a ready-made, radio-made audience. "Our Waltz" is Rose's radio theme song.
★ There have been numerous requests for both these songs to be recorded. The public wants them.
★ It's Rose's own music—es only he can play it.
★ It's the kind of music folks need—for recreation—in these hard-working times.
★ It's Rose's first Victor recording . . . an orchestra to watch, on Victor Records, in the future.

Get it for your Coinograph—today!
No. 27653

★ KEEP 'EM PLAYING ★

Any Bonds Today?*
Barry Wood—27478

Remember Pearl Harbor*
Sammy Kaye—27738

*Vocal Refrain

Order them today from your

VICTOR-BLUEBIRD RECORD DISTRIBUTOR

Buy U. S. Defense Bonds

RECORD BUYING GUIDE--PART 1

TRADE SERVICE FEATURE The Billboard

Records and Songs With the Greatest Money Making Potentialities for Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

● GOING STRONG ●

BLUES IN THE NIGHT... (10th week)	WOODY HERMAN (Woody Herman)	Decca 4030
	DINAH SHORE	Bluebird 11436
	JIMMIE LUNCEFORD (Ensemble)	Decca 4125
	CAB CALLOWAY (Cab Calloway-Palmer Brothers)	Okeh 6422
DEEP IN THE HEART OF TEXAS ..... (7th week)	ALVINO REY (Bill Schallen-Skeets Herfurt)	Bluebird 11391
	BING CROSBY (Woody Herman-Music Lane)	Decca 4163
	HORACE HEIDT (Ensemble)	Columbia 36525
I DON'T WANT TO WALK WITHOUT YOU.. (6th week)	HARRY JAMES (Helen Forrest)	Columbia 36478
	DINAH SHORE	Bluebird 11423
	BING CROSBY	Decca 4184
	GUY LOMBARDO (Carmen Lombardo)	Decca 4104
MOONLIGHT COCKTAIL.. (5th week)	GLENN MILLER (Ray Eberle-Modernaires)	Bluebird 11401
	TOMMY TUCKER (Don Brown-Voices Three)	Okeh 6526
	HORACE HEIDT (Charles Goodman)	Columbia 36512
A STRING OF PEARLS... (5th week)	GLENN MILLER (No Vocal)	Bluebird 11382
	BENNY GOODMAN (No Vocal)	Okeh 6590
SOMEBODY ELSE IS TAKING MY PLACE..... (3d week)	BENNY GOODMAN (Peggy Lee)	Okeh 6497
	RUSS MORGAN (Morganiers)	Decca 4098
	VAUGHN MONROE (Vaughn Monroe)	Bluebird 11454

● COMING UP ●

JERSEY BOUNCE ..... BENNY GOODMAN (No Vocal) ..... Okeh 6590

This catchy hunk of slow jump stuff moved up into the No. 1 slot this week with Goodman's disk catching most of the nickels. May not hit the top next week—may never hit the top, in fact—but is going to give the leaders a real run. Has a fifty-fifty chance of making the grade.

IMPORTANT

The new War Production Board order probably will require operators to turn in old records when purchasing new ones. For this reason, it is imperative that operators hold on to their surplus stocks, old disks, etc. Do not sell these old records, no matter how attractive the price. You may need them very soon!

MISS YOU .....
- DINAH SHORE ..... Bluebird 11322
- BING CROSBY ..... Decca 4183
- FREDDY MARTIN (Clyde Rogers) .. Bluebird 11286

Held on very well this week, without showing signs of future motion, up or down. Next week it will undoubtedly begin revealing its final fate. All three renditions are strong, and song is good for several more weeks, come what may in the meantime.

A ZOOT SUIT.....
- KAY KYSER (Sully-Trudy-Jack-Max) .. Columbia 36517
- ANDREWS SISTERS ..... Decca 4182
- BOB CROSBY (Nappy Lamare) ..... Decca 4169

Is a Going Strong number in many localities, but its popularity is not consistent enough to put it in a National Going Strong category. This situation may be corrected shortly, but, in the meantime, there is nothing to do but drop the novelty down a couple of pegs to make room for more deserving items.

SKYLARK .....
- GLENN MILLER (Ray Eberle) ..... Bluebird 11462
- DINAH SHORE ..... Bluebird 11473
- HARRY JAMES (Helen Forrest) ..... Columbia 36533

Picked up a flock of new locations this week, and did some nice nickel-nabbing where already established. Is still rather far from the top, but is making steady progress in the right direction. Is the type of song that grows on the public, and, for that reason, must be given time to develop.

TANGERINE ..... JIMMY DORSEY (Bob Eberly-Helen O'Connell) ..... Decca 4123

This picture tune, a former Possibility, is beginning to move like wildfire and, what with fine air plugging, a great play in Dorsey's *Fleet's In* film and this excellent disk, may make the grade on the boxes.

DON'T SIT UNDER THE APPLE TREE ..... GLENN MILLER (Tex Beneke-Marian Hutton-Modernaires) ..... Bluebird 11474

Here is a song that had the word "cinch" plastered all over it from the moment the Miller disk appeared. With radio bands plugging the daylights out of it, and this disk on most of the boxes, it looks like a certainty.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

HOW ABOUT YOU? ....
- TOMMY DORSEY (Frank Sinatra) ..... Victor 27749
- EDDY DUCHIN (June Robbins-Johnny Drake) ..... Columbia 36501

Not as bad as it looks but not quite so good as those listed above it. May pick up this week.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART TWO of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.

New BLUEBIRD RECORDS

to feature at once in your Coinograph

HIT OF THE MONTH!

VAUGHN MONROE

playing

"THREE LITTLE SISTERS"*

The neatest novelty song of the season . . . all about three little sisters—one loved a Soldier, one loved a Sailor, and one loved a lad from the Marines. The kind of tune folks need—for recreation—in these hard-working times. Put this one first on your order list, and give it the No. 1 spot in your Coinograph—because it's going to pay off a-plenty! On the other side Maestro Monroe, himself, sings

"Be Brave, Beloved"*
B-11508

Get these whirling, too!

SHEP FIELDS'
"The Tale of Peter and the Wolf" (from the orchestral fairy tale by Prokofieff)—vocal by Ken Curtis. Coupled with "I'm Getting Mighty Lonesome For You."* B-11510.

THE FOUR KING SISTERS
with the "Rhythm Keys"
"O, How I Miss You Tonight," coupled with "Don't Sit Under the Apple Tree." B-11511.

UNA MAE CARLISLE
"Sweet Talk," coupled with "So Long, Shorty." B-11507.
*Vocal Refrain

Keep your Coinograph cashing in with the latest

VICTOR-BLUEBIRD RECORDS

Buy U. S. Defense Bonds

AN IMPORTANT OPEN LETTER TO OPERATORS

●

We advise you earnestly NOT to dispose of your old phonograph records to anyone at any price since you will need them in the future to turn in on the purchase of NEW records.

Further advice next week

●

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IT'S TOMMY TUCKER TIME

GIVE YOUR PHONOS

these

TOMMY TUCKER

HITS!

as usual!—

these HITS will make MONEY for YOU!

★

JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND

Vocals DON BROWN

OKEH 6620

★

JUST RELEASED!

I THREW A KISS IN THE OCEAN

Vocals by AMY ARNELL and Voices 5

OKEH 6645

(Listen for the Strange Sound Effect)

★

MOONLIGHT COCKTAIL

Vocals by DON BROWN and Voices 3

OKEH 6526

GOING STRONG! 5th Week—The Billboard's Record Buying Guide.

Currently

ESSEX HOUSE, New York

On the Blue Network

RECORD BUYING GUIDE--PART 2

TRADE SERVICE FEATURE of The Billboard

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

● POSSIBILITIES ●

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, information from Music Publishers on the relative importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department.

I THREW A KISS IN THE OCEAN
- JIMMY DORSEY (Helen O'Connell) ... Decca 4304
- KATE SMITH ... Columbia 36552
- SHEP FIELDS (Marie Greene) ... Bluebird 11497
- TOMMY TUCKER (Amy Arnell) ... Okeh 6645

There has been a lot of trade talk about this Irving Berlin composition, and justly so, because it is a fine, sympathetic ditty about a girl yearning for her sailor overseas. Dorsey version is very likely, with other three also extremely powerful, depending upon location tastes. Should be grabbed quick.

JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND
- GUY LOMBARDO (Kenny Gardner) ... Decca 4278
- KAY KYSER (Glee Club) ... Columbia 36558
- FREDDY MARTIN (Clyde Rogers) ... Bluebird 11503
- TOMMY TUCKER (Don Brown) ... Okeh 6620

Here is a schmaltzy title which will be an eye-catcher on the title strips. Song is just what you would expect and a lead-pipe cinch to grab the Hibernian nickels. In addition, is a good enough melody to get attention from those who merely like ballads. Lombardo's disk has already bobbed up in some of our operators' reports as a good item.

IMPORTANT

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THE LAST CALL FOR LOVE
- TOMMY DORSEY (Frank Sinatra-Pied Pipers) ... Victor 27849
- FREDDY MARTIN (Clyde Rogers) ... Bluebird 11495

Here is a repeat on the ballad from T. D.'s forthcoming movie. Is given another mention in honor of the Dorsey disk's arrival. Version is a pip, with some fine vocalizing, and a typically smooth Dorsey instrumental treatment. Tune seems destined for the machine heights.

● THE WEEK'S BEST RELEASES ●

These Records have the Strongest Chance for Success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

THE LAST CALL FOR LOVE ... TOMMY DORSEY (Frank Sinatra-Pied Pipers) ... Victor 27849

A nice ballad from Dorsey's *Ship Ahoy* movie, the melodic theme is close to home because it is based on the familiar "Taps" bugle call. Sinatra and the Pied Pipers carry the side and it is polished off by some great Dorsey tromboning. Plattermate, *Poor You*, also has definite possibilities. Is also from the film score.

I THREW A KISS IN THE OCEAN ... KATE SMITH ... Columbia 36552

Latest Irving Berlin tune dedicated to the war effort, this one pays tribute to the Navy boys. Miss Smith gives it a smooth vocal in medium tempo, with smooth orchestral support from Jack Miller. Miss Smith introduced the song, and her continued association with it is bound to mean nickels.

LIFE IS FINE ... JIMMIE LUNCEFORD (James Young-Ensemble) ... Decca 4289

One of those low-down, bouncy tunes that Lunceford does so well, this gets real *Taint What You Do* treatment from the band—and we all know what that oldie meant to the boxes. It's a ballad-type song, based on a riff, with the ensemble singing of the band assisting Jimmy Young. A natural for the kids.

JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND ... FREDDY MARTIN (Clyde Rogers) ... Bluebird 11503

Softly modulated tones of the Martin instruments give this war ballad a setting of hyper-smoothness. Timely theme makes it a natural for the phonos, and Clyde Rogers' singing makes it even more effective. Of equal importance is the plattermate, *I'll Keep the Love-Light Burning*, sock ballad, with Stuart Wade doing an impressive vocal.

THE STORY OF A STARRY NIGHT ... CHARLIE SPIVAK (Carry Stevens-June Hutton-Stardusters) ... Okeh 6637

There have been several attempts to strike a popular vein for this adaptation of Tchaikovsky's *Pathetique* Symphony. Spivak's entry is by far the best yet, and there's still a chance that the old master will hit the music box parade once more. It's good music and it gets a very colorful harmonic treatment from the singers, which means exceptional appeal in this case. Spivak's golden-voiced trumpeting tops off the side.

TOO LATE ... WOODY HERMAN WOODCHOPPERS (Woody Herman) ... Decca 4293

Considering all the attention being shown hillbilly songs these days, Herman's expert job here ought to curry plenty of favor from phono fans. This item is a Jimmie Wakely composition, and the Woodchoppers, small band within Herman's orchestra, beat it out in orthodox swing style. Song story is capably told by the maestro and side should do all right with the city folk.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART ONE of the Record Buying Guide discussing records which are Going Strong and Coming Up in Music Machines appears on another page in this department.

Cleve. Plain Dealer Commends Phono Assn. in Editorial

CLEVELAND, April 11. — *Cleveland Plain Dealer*, leading paper here, commended the Ohio Phonograph Merchants' Association in an editorial for the work it is doing to help put across "Man Your Navy Week" here April 25 to May 1.

Phono group is helping to sponsor a two-day dance at the Arena here for the benefit of Navy Relief. Dance will precede the annual banquet of the Phonograph Association to be held Monday, April 27, at the Hotel Statler.

Alvino Rey and the King Sisters and Charley Barnet will supply the entertainment for both the Navy benefit and the association's banquet.

S. L. Abrams, executive secretary of the association, has been placed in charge of the Navy affair.

MASTER • MONEY • MAKERS!

These Latest Okeh RECORDS by FRANKIE MASTERS AND HIS ORCHESTRA featuring PHYLLIS MYLES THE SWING MASTERS LOU HURST

NOW and FOREVER I DO 6625

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HERE'S TO YOU, MacARTHUR THE YANKS ARE COMING AGAIN 6608

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GOODBYE, MAMA THE SUN WILL SOON BE SETTING 6545

MORE $ FOR YOU!

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THE LAST CALL FOR LOVE

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One Operator tells another: "Here's the greatest recording of the day!"

"WE MUST BE VIGILANT"

(AMERICAN PATROL)

THE SPIRIT of AMERICA

ON COLUMBIA 36550

by PHIL SPITALNY

and his HOUR of CHARM ALL GIRL ORCHESTRA

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By HAROLD HUMPHREY

News Notes

Gene Autry takes his rodeo on tour this month, hitting Cleveland and Pittsburgh. . . . Kay Kyser will go into the famous Meadowbrook in New Jersey on May 1, making the maestro's first location date in many years, and will broadcast from there despite Kyser's Lucky Strike commercial air show. . . . Cab Calloway is now holding forth at Chicago's Hotel Sherman and plans to cut some new disks in the Windy City during his stay. . . . Sammy Kaye has recorded a new novelty war song for Victor which he says will be the "Hinky Dinky Parley Voo" of this war. The title is "Lallapolo-USA." . . . Vaughn Monroe's giggle sponsor has renewed the band for another 13 weeks on the Bob Hawk Friday night air show. . . . Phonograph Merchants' Association of Cleveland has selected "Don't Sit Under the Apple Tree" as the hit of the month. . . . Teddy Powell's Bluebird contract was renewed for another year. . . . Glenn Miller has rented the Beverly Hills home formerly occupied by Leslie Howard so he can be close to the 20th Century-Fox studio where the maestro's filming "Orchestra Wife." . . . Coca-Cola's "Spotlight Bands" air show will go off the air May 2. Soda water firm denies that the sugar rationing is the main reason. . . . Artie Shaw has decided not to reorganize his band. Instead, he will go to work for the USO, training jed leading orchestras at various army posts. . . . The Korn Kobblers are scheduled to make a Paramount short in which they will feature the new "Hats Off to MacArthur" song. . . . Vaughn Monroe may be the band to open Hamid's Million-Dollar Pier in Atlantic City on Memorial Day. . . . Eli Oberstein has closed a distribution deal whereby his Elite disks will be sold thru the Firestone string of auto-servicing outlets. . . . Freddy Martin has been re-signed to a long-term contract for the Lady Esther, Inc., air shows due to his sensational rise on the disks.

* * *

Merchandising Necessary

What with certain shortages among the hit disks of the day, due to clogged production schedules, it is more necessary than ever for operators to work out special titleholder programs to fit the individual location. At least this is the opinion of James D. Blakeslee, of the Iroquois Amusement Company, Buffalo. Blakeslee says that the difficulty in obtaining large volumes of certain sure hits has taught him that in many spots he is able, by judicious selection, to satisfy the patrons with a "menu" of good hillbilly and patriotic disks topped off by a few of the pops. The moral is that trying to put too many of the hits on a machine not only means less play on each of them but also the passing up of disks that also mean nickels in the coin boxes.

* * *

Release Previews

Dash-Connelly music publishers have had their tune, *We'll Meet Again*, recorded by Kate Smith (Columbia), Benny Goodman (Okeh), Hal McIntyre (Victor), Woody Herman (Decca) and Vincent Lopez (Elite). . . . Stinson Trading Company, New York, is releasing the first in a series of 10 disks taken from the Soviet film *Girl From Leningrad*. Sides are *Red Army Nurses Arrive at the Front* and *Red Army Nurses' Song*. . . . Enric Madriguera's band has cut *Do the Debonair* for Victor. . . . *Scrub, Scrub, Scrub* and *Joy of Spring* are the latest Standard sessions of the Henri Rene Musette orchestra.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites in addition to the national leaders listed in the Record Buying Guide:

CHICAGO:

The Story of a Starry Night. Glenn Miller.

Another Tschaikowsky adaptation, this time from his *Pathetique Symphony*, and there are indications that it may enjoy the success of the *Concerto* that have been taken from the composer's works. Operators in the Windy City are reporting this one as a definite comer on their coin phonographs, and other like reports are also starting to trickle in on the disk.

MILWAUKEE:

We Must Be Vigilant. Phil Spitalny.

This rousing patriotic gets its first mention by the operators in this territory. Altho the disk has only been out a short time, the song has received a weekly plugging by maestro Spitalny on his commercial air program, and this is evidently having an effect. Operators in other locales had better take heed of this song, which derives its melody from the famous *American Patrol*.

NEW ORLEANS:

Goodnight, Captain Curly-Head. Dinah Shore.

Operators down here are predicting this one as "a sure-fire hit" very soon. Miss Shore's singing style is particularly popular in these parts, so there is every chance that the operators are right. If this turns out to be the case, operators elsewhere will want to get on it very shortly, too.

BRIDGEPORT, CONN.:

When the Roses Bloom Again. Jimmy Dorsey.

This ballad has been struggling along for some little time now, but is still a long way from being counted out. The machines in this area are beginning to be covered with the Dorsey version, and, judging from the meter-reading reports, it's going to do all right for some time to come.

* * *

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended April 11 and the week before, ended April 4, see the Music Popularity Chart in the Music Department in this issue.

"America's Outstanding Guitarist"

ALVINO REY and HIS ORCHESTRA

The Band That INTRODUCED and Gave You Your 1st RECORD of

DEEP IN THE HEART OF TEXAS

• Bluebird 11391

backed by I SAID NO

Just Released—B11501

I'M GLAD THERE IS YOU and PICNIC IN PURGATORY

Personal Management JACK EGAN

Direction MUSIC CORP. OF AMERICA

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on the RECORDS

A critical analysis of the latest record releases, covering both the musical and commercial angles. Paragraphs in heavy type refer to the potential value of recordings for use in music machines. Key: PT—Pop Tune; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

(CONTINUED FROM PAGE 20)

DINAH SHORE (Bluebird 11500)

She'll Always Remember—PT; V. *Not Mine*—PT; V.

Miss Dinah lavishes her best vocal efforts on these two songs, and each side spins song magic. Projecting herself into each song, it's song selling that leaves nothing to be desired, each note falling like balm on the ears. The appealing war ballad on the A side is made all the more appealing as it comes out slowly and sweetly from her honeyed pipes. A livelier beat, and just as effective, is taken for the *Not Mine* music from *The Fleet's In* movie. Completely relaxed, her song session is nothing short of terrific. Accompanying orchestra, accenting soft strings and woodwinds, weaves a fitting musical background and provides effective bridges for the vocals.

For a top-rating vocal rendition of either song, this couplet more than adequately fills the bill for music operators.

CHARLIE SPIVAK (Okeh 6637)

This Time—PT; VC. *The Story of a Starry Night*—PT; VC.

Spivak adds much to his recording laurels with these sides. What might have been two ordinary sides, considering the song material, turn out to be attention-getters in the Spivak interpretation. Most striking is *Starry Night*, giving this theme from Tschaikovsky's *Pathetique* symphony its best rhythmic transposition yet. Charlie's beautiful bell-tone trumpet notes open the side for a half chorus, and instead of the full ensemble hitting into the interlude to set the stage for the vocal refrain, the Stardusters take over immediately and weave a beautiful harmonic background for the singing of June Hutton and Garry Stevens. It's lush and fanciful vocalizing thruout. *This Time* is another war tune from Irving Berlin, this a flag-waver. The band hits the tune hard and true right from the edge in a lively manner, beating it out for four choruses, with the second refrain for ensemble singing that is backed by some bright piano tinkling that's worth the digging.

If Tschaikovsky is serious about giving Tin Pan Alley another hit, Spivak's "The Story of a Starry Night" is a natural to get the song started. It can readily hold its own in the phono networks.

JIMMIE LUNCEFORD (Decca 4289)

Life Is Fine—PT; VC. *I'm Losing My Mind*—PT; VC.

Not as prolific as most of the others in cutting the waxes, Lunceford, when he does, is certain to have something special on deck. And this item is no exception. *Life Is Fine* is the side that counts, harking back to Jimmie's *It Ain't What You Do* disk click. It's a groovey jumper with a terrific bounce achieved by the band—a mellow jive time based on the usual riff pattern, with James Young and the ensemble cutting it vocally right from the edge. Torrid trumpet opens the second chorus, giving way to alto sax, and the band joins in to beat it out solid until the finish. Tempo is slowed down a bit for the torch ballad on the B side. Dan Grissom carries the vocal for the opening refrain. Clarinet riding high, with the band biting hard in the background, gets the second stanza under way. Tenor sax dirties up the bridge, and Grissom sings it out.

Lunceford creates the same impression with "Life Is Fine" as he did earlier with "It Ain't What You Do." As a result, it's a natural to catch the fancy—and coins—of the phono fans.

DICK JURGENS (Okeh 6636)

One Dozen Roses—PT; VC. *Always in My Heart*—PT; VC.

The ever-pleasant dance rhythms identified with Dick Jurgens' music have two excellent vehicles here. The lively and contagious *One Dozen Roses*, which the maestro had a hand in composing, is given a smooth once over, with Buddy Moreno adding a pleasant vocal for the middle chorus. Tempo is slowed down a bit for the picture title ballad on the B side, with Harry Cool cutting in on the middle chorus for the romantic utterances.

"One Dozen Roses" looms as a song saga, needing nothing more than the simplicity of Dick Jurgens' dance music style to sell itself. In localities where the band's following manifests itself strongly, the side is a natural.

MITCHELL AYRES (Bluebird 11506)

The Angelus Rings Again—PT; VC. On *Echo Hill*—PT; VC.

Two impressive ballads, both in a nostalgic vein as to story content, with melody to establish the mood, are polished off in suave style by Mitchell Ayres. He takes the two in slow tempo and both are interpreted in a similar smooth vein, with Meredith Blake projecting herself neatly into the lyrics. Maestro's alto sax ripples, characteristic of the band, are pronounced on both sides.

Of the two new ballads, "The Angelus Rings Again" holds the edge. If it catches on with the phono fans, Ayres's entry will go far.

BOB CROSBY (Decca 4290)

Don't Sit Under the Apple Tree—PT; VC. *I'll Keep the Lovelight Burning*—PT; VC.

It's a rare occasion that gives Bob Crosby advantage of song material for his commercial disks, and this is one of those rare occasions. The band makes most of it. The novelty on the *Apple Tree* side, packing wartime flavor, is cut in a bright and rhythmic style. Crosby, assisted by a mixed vocal quartet, sings the starting chorus in peppery fashion. Trumpet ride opens a second chorus, with the band joining in with a heavy Dixieland boot, splitting the stanza with the tenor sax. The ensemble bites it hard and rhythmically for the final refrain. Tempo is more moderate for the new ballad on the *Lovelight Burning* side, with an exacting rhythmic beat maintained thruout. Trombones pace the band's opening chorus, with the rhythm singing of Crosby and the quartet for a second chorus and a band reprise carrying it out.

Altho Glenn Miller has the edge on "Don't Sit Under the Apple Tree," Bob Crosby's entry is right up there as a possible coin-catcher and should bring in a generous share of the phono play.

ART JARRETT (Victor 27851)

You Can't Hold a Memory in Your Arms—PT; VC. *Don't Sit Under the Apple Tree*—PT; VC.

Two pop tunes already started get a neat push here in the Jarrett interpretation. The characteristic low clarinets, staccato brass and octave piano playing lay down the melody neatly for the opening chorus on each side, and impressively. The *Memory in Your Arms* ballad, from the *What's Cookin'?* movie, taken at a moderate tempo, introduces Brad Henry for the romancy baritoning. The war novelty, taken at a livelier tempo, rings in a mixed quartet from the band for the rhythm singing.

Jarrett makes both sides smoothies. Where refined rhythms are suited for the music boxes, his music should please no end. "Memory in Your Arms" makes for an effective tie-in with the movie, while the "Apple Tree" side is equally effective on its own for phono play.

TOMMY TUCKER TIME (Okeh 6638)

Sleepy Lagoon—W; VC. *Sing Me a Song of the Islands*—PT; VC.

Sweetness characterizes these two dreamy sides by Tommy Tucker. The enchanting Eric Coates melody for *Sleepy Lagoon* is taken at a slow waltz tempo. The band plays the opening chorus, and Don Brown, assisted by the Voices Three, gives a good account of the Jack Lawrence lyrics for the remainder of the winding. The title song from *Song of the Islands* movie, on the B side, is equally harmonic. An electric guitar paces the opening refrain in slow and dreamy style. Amy Arnell, assisted by the Voices Five, takes over for effective vocal dreaming, the guitar glisses in the backing heightening the effect.

"Sleepy Lagoon" is still a sleeper, and if the song spark lights up as it should it promises to keep the music boxes lighted for a long time. It's a truly gorgeous song, both as to words and music, and Tucker's transposition in three-quarter time is sure to make even the buffalo heads on the coins feel romantic. Platternate is effective for picture tie.

DICK STABILE (Decca 4297)

Somebody Else Is Taking My Place—PT; VC. *What Does a Soldier Dream Of*—PT; VC.

If this first coupling is an indication of things to come, there's a strong suspicion that Dick Stabile is going to come into his own on the waxes. Undoubtedly one of the most under-rated bands, Stabile is under new management and has Gracie Barrie (Mrs. Stabile) on deck to sing the ditties. It's a tight band with a neat rhythmic kick and the maestro's own fluid saxophone passages to trade-mark the music. Miss Barrie for the songs makes it a bargain buy at double the price. The sentimental bit on the A side is taken at a lively tempo. Band ensemble reads the first chorus rhythmically, and Miss Gracie's lyrical lilting holds down the second refrain expertly. Dick's alto sax gets the third chorus under way, and Miss Barrie returns to sing it out. The soldier ballad on the B side is taken at a more moderate tempo. Miss Gracie sings it right from the edge, and the maestro's sax bridges her return to take it out.

Both sides have definite phono possibilities. Altho "Somebody Else" is a little late, Stabile's rhythmic kick and Miss Barrie's vocal make it a natural to attract the buffalo heads. And the soldier song on the flipover is equally effective.

VICTOR MILITARY BAND (Victor 27850)

(1) *The Star-Spangled Banner* (2) *America*—PT. *God Bless America*—PT; VC.

Adding to the ever-growing folio of recorded patriotic music by the Victor Military Band, directed by recording chief Leonard Joy, are these anthems. For the A side, the large band plays one-chorus arrangements of the anthems, closed grooves on the disk separating the two items. *God Bless America* is played in brilliant march tempo, with the male voices of the Four Clubmen cutting in for the spirited song.

These sides are designed primarily for use outdoors over public-address systems and amplifiers rather than for music boxes.

ELLA FITZGERALD (Decca 4291)

My Man—PT; VC. *Who Are You?*—PT; VC.

The mellow pipings of Ella make both of these ballads plenty mellow and warm. *My Man*, the torchiest of torch songs, is taken at a slow tempo with the full band keeping up a strict rhythmic beat thruout. Miss Fitzgerald takes it from the edge, singing the verse and chorus. A piano interlude carries the start of a second refrain, and the songstress-maestro picks it up again to sing it out. For the more recent *Who Are You?* ballad a small instrumental group, with piano and low-register clarinet predominating, lays down a soft background. Miss Fitzgerald sings two choruses, giving as added lilt to the second refrain.

Phono appeal of this disk is largely limited to Fitzgerald fans. For such play, the torch "My Man" has the edge.

VITAMINS BG
BENNY GOODMAN
PUT PEP IN YOUR MUSIC MACHINES
BG1 JERSEY BOUNCE Okeh 6590
BG2 MY LITTLE COUSIN Okeh 6606
BG3 SOMEBODY ELSE IS TAKING MY PLACE Okeh 6497
BG4 I THREW A KISS IN THE OCEAN Out Next Week
Feed these BG's to Your Machines and Watch their Appetites Grow!

THE ORIGINATORS OF "McNAMARA'S BAND"
THE JESTERS
PRESENT THEIR LATEST DECCA HITS—
DON'T SIT UNDER THE APPLE TREE Decca 4281
I HAD A HAT Decca 4164
On the Air for R & H Beer WJZ — Mon.-Thurs. 7:45 P.M., EWT.
Management—Paul Kapp 420 Madison Ave., N. Y. C.

THE NEW "COUNTRY TUNE" SENSATION—ERNEST TUBB'S
WALKING THE FLOOR OVER YOU
DICK ROBERTSON DECCA No. 4189
BOB ATCHER Okeh No. 6496
ERNEST TUBB Decca No. 5958
AMERICAN MUSIC, INC.
1211 N. Poinsettia Dr. Hollywood, Calif.

MEN & MACHINES

Conducted by MAYNARD L. REUTER

Communications to 155 North Clark Street, Chicago

Women Coinmen

No longer can the coin machine business lay claim to being almost exclusively a "male" business. Each week more and more stories come in mentioning the names of women who are taking important posts as servicemen, route managers, etc., in the coin machine business. Just this week, for instance, news comes from Des Moines that Mrs. Lu Jean Schuster, daughter of C. Aubrey Gibson, Gibson Distributing Company, has taken over the servicing chores of one of the firm's large phono routes formerly serviced by her husband, Dick Schuster. Dick is now with the Coast Guard. Mrs. Schuster is but one of many women to whom the industry can doff its hat in tribute for their willingness to carry on for the coinmen who are helping to win the war by joining the armed forces and going to work in defense industries.

But remember way back when a woman was a curiosity in this business? We were reminiscing recently about those hardy pioneers who earned recognition and the respect of the trade back in the rough and ready days when the coin machine business was suffering from growing pains. While our memory is not as sharp as it should be on this score, here are those that come to mind at this writing. We'll miss some, we're sure; and we'll welcome any contributions readers of this column send in nominating others to the coin-women's "hall of fame."

Pioneer Woman Operator

The pioneer woman operator, we recall, was Helen Fuller, of Boston. She was one of the leading arcade operators in the East for many years and a well-known figure at the early coin machine conventions. She also took a fling at the distributing business for a while. Now, we understand, she's retired to enjoy the fruits of the many hard years she put in.

The first woman to gain industry-wide prominence as a distributor was Babe Kaufman. Babe's activities in the business are too numerous to recount here. She was an operator, distributor, factory representative, and for years known far and wide as the "only woman jobber" in the business. She still operates music and cig venders in the Greater New York area.

Claire Grant, who billed herself as the "only girl jobber," was head of the Savoy Vending Company (not the same as the present Savoy Vending Company) in Brooklyn for many years. And, of course, no mention of famous Eastern coin-women would be complete without Grace Rubkin, genial wife of the head of International Mutoscope. Grace is as well known in coin circles as her famous husband. Blanche Bouchard, head of DuGrenier, Inc., of Haverhill, Mass., is another Easterner who can look back over many successful years in the vending machine manufacturing business. The fact that DuGrenier venders are operating in every State of the Union today is a direct tribute to her business ability.

Chicago Scene

On the Chicago scene two women stand out. They are Helen Bindell, of Seeburg, and Alma McHugh, of Baker Manufacturing Company. There's hardly a phonograph operator who doesn't know Helen, and few persons in the manufacturing field have put in as many years of service as Miss McHugh. Her own manufacturing firm later became the Pace Manufacturing Company. Today she serves as an executive of the Baker Manufacturing Company.

Then there're such names as Helen Savage, who for many years was the best known coin woman in the great Southwest; Mrs. William Hoppel Jr.—known as "The Countess" to the many friends of the Badger Novelty Company and a successful operator in her own right. Other wives of distributors who must occupy a niche among the top women in the industry are Lucille Laymon, wife of Paul Laymon, well-known Los Angeles firm; Therese Frey, wife of Bill Frey, of Miami, and Mrs. Lou Wolcher, of San Francisco.

Jimmy Jones, the cowgirl operator of Stephansville, Tex., who services her locations in full cowboy regalia, is another that must be given recognition. Two more in the great Northwest are Sybil Stark, who has her own distributor business, and Thelma Oliver, manager of Jack Moore's Seattle office.

Of course this list could be augmented considerably—but the above are our initial nominations for the coin-women's "hall of fame." As stated in the first paragraph, nominations from readers will be welcomed. There must be more who should be added to this list. Let's have their names, so that all the many women who'll be entering this business in the next year will know that they've a real heritage of loyalty to this industry to live up to.

No Wonder Burt's Proud

M. F. Burt, Automatic Games, Chicago, says he is the proud father of a son who is a member of the U. S. Coast Guard and who went along on the now famous "Singapore Convoy," of which so much has been published in the newspapers recently. The son is Robert Burt, fireman second class. His ship has been undergoing repairs recently, so young Burt was home for a short furlough. He was able to entertain his parents with many stories of his experiences on the long convoy trip. The trip covered about 30,000 miles in the entire voyage, which is really some voyage.

It was a coincidence that a shipmate of young Burt, also on furlough at about the same time, turned over a "diary" of the convoy and it was appearing in a Chicago newspaper while Burt was visiting his parents. The "diary" has attracted wide attention and is expected to have some repercussions due to the naval information recorded in the day-to-day record of the voyage.

While Burt had many exciting experiences to tell his parents and friends, they are not for publication until the war is over. Naturally, H. F. Burt means it when he says he is very proud of his son and that he had a part in so famous a sea voyage. The industry is also proud of the young Burt and wishes him bon voyage and safely thru till victory is won.

PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

The Filmusic Forum

"Fleet's In" Strong

Stemming from a film that is already accepted as a box-office success, tunes from Paramount's *The Fleet's In*, featuring Jimmy Dorsey's orchestra, are picking up more and more recorded versions. Reason is traced to the recurrence of the score on all radio plug lists, and its early appearance on machine and retail record best selling reports. Newest waxings include: *Not Mine*, Dinah Shore (Bluebird) and *Arthur Murray Taught Me Dancing in a Hurry*, Red Norvo-Mildred Bailey (Columbia).

Best bets for the machines are probably Jimmy Dorsey's Decca treatment of *Tangerine* and Harry James's Columbia coloring of *I'll Remember You*.

* * *

Trade Screenings

MGM's *Ship Ahoy*, starring Tommy Dorsey and orchestra, will be trade-shown in all exchange centers except New York on April 16. Gotham showing will be held on April 23.

My Gal Sal, 20th Century-Fox production based on the life of songwriter Paul Dresser, will be screened in all film centers on April 15.

Admission restrictions on trade screenings vary with individual film companies and exchanges. General practice, however, is to admit without charge all people whose business interests are legitimately tied in with picture presentation. Where a filmusical is to be shown, therefore, operators have a valid claim for admission, especially where the tunes from the given musical have been recorded.

Information on the location of film exchanges can best be obtained from local theater managers.

* * *

"Ship Ahoy"

Launching forth on a national exploitation wave, MGM's *Ship Ahoy* promises to spill a good share of tie-in publicity in the coin machine direction. Contact your local movie house manager about playdates and promotional material for this one; the warings of the film's tunes look too good to miss.

Line-up on songs and recording artists currently stands as follows: *Last Call for Love*, Tommy Dorsey (Victor), Freddy Martin (Bluebird); *Poor You*, Dick Jurgens (Okeh), Tommy Dorsey (Victor), and *I'll Take Tallulah*, Tommy Dorsey (Victor).

* * *

Record Round-Up

From Universal's *What's Cooking?*, the tune *You Can't Hold a Memory in Your Arms* has been recorded by Freddy Martin (Bluebird) and Art Jarrett (Victor).

Two picture tunes, *Blue Tahitian Moon*, from 20th Century-Fox's *Son of Fury*, and *Always in My Heart*, from Warners' film of the same name, have been waxed by Kenny Baker on the higher priced Decca label. The Warner film tune also has a Roy Smeck (Decca) release, as well as a Dick Jurgens (Okeh) version.

I'll Remember April from Universal's *Ride 'Em Cowboy* is to be released by Charlie Spivak (Okeh).

* * *

Over There

With martial music currently sitting on top of the machine world, it may interest operators to know that Warners' film dramatization of George M. Cohan's career will soon be released. Film, fittingly titled *Over There*, emphasizes the title tune, and with the support of a star cast and extensive publicity campaign, practically guarantees the re-emergence into hit ranks of the ever-stirring war song.

Look for a full list of *Over There* recordings and valuable tips on lucrative tie-ups with the film in this column as soon as the film is granted a definite release date.

LOVELY LORRAINE BENSON, SONGBIRD, AND ORRIN TUCKER, band leader, gave the cameraman big smiles when they were photographed in the Music Room of Mills Novelty Company. (MR)

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FOR INCREASED PROFITS
SELLING OUT due to difficulty in obtaining materials ...we are making drastic reductions. NOTE PRICES on these beautiful all wood two tone walnut cabinets. Equipped with either 8" or 10" genuine UTAH permanent magnet speaker units. Volume control optional: operates off any automatic phonograph. Increase your collections 50%. Every spot needs one or more of these speakers.
Special Operator's Price $6.95 with 8" UTAH speaker
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10 DAY TRIAL

Cabinet 13½ x 12½ x 7½
SEND NO MONEY Just tell us how many you want, no deposit, no delay, immediate shipment, C. O. D.
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Packard Keyboard Selectors for the Wurlitzer 616 in original cartons, $4.00 each. Also
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1 TO 12, 25C EA. - 13 TO 99, 23C EA. - 100 UP, 20C EA.
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SPECIAL INTRODUCTORY OFFER

1 Standard Finish Model V Vender and 10 lbs. Special Nut Mixture, all for only $10.00 (Porcelain Finish Model V $1.00 extra).

MODEL V....$ 8.50
TOPPER..... 6.95
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1/3 Certified Deposit, balance C. O. D. Full amount must accompany all orders under $10.00.

Send for Complete List of Vending Machines and Counter Games—Peanuts, Ball Gum, Candies at attractive prices. Send for List.

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Wanted for Cash or Trade

COUNTER GAMES
Roll a Pack, Imps, Cubs, Ace, Home Run, Totalizer, Spitfire, Bingo, Criss Cross, Pikes Peak, Kicker & Catcher, Electric Shocker, Grip Tester.

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Send 25c for our Illustrated Catalog showing our complete stock of NEW and RECONDITIONED Machines.

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RECONDITIONED CIGARETTE MACHINES

NATIONAL 6-30, as illustrated, complete with cabinet stand . $19.95

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LOTS OF 5—10 Discount.

To operate 15c or 20c coin slots. All Machines perfectly reconditioned. 1/3 Deposit, Balance C. O. D.

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A. B. T. MODEL "F"	17.50
CRISS CROSS	7.50
BINGO	8.50
HOLE-IN-ONE, Gum Vender	10.00
BASEBALL, Gum Vender	10.00

1/3 cash with order, balance C. O. D. Write for complete bargain list of excellent merchandise and amusement machines!

COIN OPERATED I. L. MITCHELL & CO.
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MERCHANDISE MACHINES

Conducted by E. M. HAMMAN
Communications to 155 North Clark Street, Chicago

Candy Excise Tax May Bring Retail Price Increase; Makers Comment on Problem of Venders

CHICAGO, April 11.—When a 15 per cent federal excise tax was recently proposed on candy and chewing gum, operators of candy bar vending machines became uneasy about the prospects and wondered how candy bar manufacturers would handle the problem if the tax passed—would they raise the price so that the bars would sell to consumers at 6 or 7 cents or would they reduce the size of the bar but still price it to retail at 5 cents?

Such a tax would probably result in the retail price of candy bars sold in stores going to 6 or 7 cents for a standard bar, but such a price change would impose great hardships on candy bar vender operators. Any uneven price would present difficulties to them in making change; the public thinks nothing of a nickel and will stop and drop one in a vender without consideration, but 6 or 7 cents causes hesitation and often loses a sale; not being able to find exact change in his pocket will many times keep a patron from buying from a vender when there is no near-by place to get exact change.

Operators Want Small Bar

Candy bar vending machine operators feel that the happiest solution would be for the manufacturers to make a smaller bar which could still be sold for 5 cents thru the machines.

The Billboard vending machine department sent letters of inquiry to 25 candy bar makers, relative to reduced sizes of candy bars for vending machine use and regarding the prospect of the federal excise tax on candy. Reprinted below, names of manufacturers omitted, are excerpts from several of the replies we received, containing some interesting sidelights on how candy makers look at it:

"Candy bars now are considerably lower in weight than a year ago and we will probably have to continue decreasing the weight for some time. Beyond a certain point, no decrease is possible. At present many machine operators receive exactly the same bar as we ship to our other outlets and we will continue to give them the same bar just as long as we are able to make one to retail at 5 cents.

"We realize full well what the operator is up against inasmuch as he can obtain only a nickel from the consumer even tho retailers may be able to obtain 6 or 7 cents. We, and most manufacturers feel the same, would do everything possible to take care of the operator by some method, but no definite promise can be made at present."

Believes Operators Will Find Way

"We realize that in the event of such a tax being imposed, and in view of the fact that it would necessarily have to be absorbed by the distributor, that the vending machine people will be faced with a problem. However, they have had some experience in this respect in having various taxes imposed on cigarettes. Undoubtedly this experience will make it possible for them to evolve some similar method of handling the candy situation. We do not believe special vending machine bars would solve the problem.

"The lack of flexibility in their business makes these problems rather vexing, inasmuch as we are not sufficiently conversant with the details of the vending machine business we cannot at this time suggest to them exactly how this can be done."

Ed. note: (This manufacturer's products, while widely used in vending machines, are evidently purchased by operators thru jobbers. He fails to take into consideration that when cigarette machine operators had to make changes in their machines to take care of taxes, uneven prices, and returning pennies in change, things were quite different. State governments allow a percentage for affixing the stamps on cigarette packs, which is large enough to take care of wages of girls to do the affixing . . . and thru training, these girls are able to quickly lift the end of the outside wrap of the pack and insert the odd pennies in change. Also cigarette packs are of uniform size and shape. No government leeway has been allowed candy bars. It would be unsanitary to insert pennies in the wrapper where they could touch the candy. The cost of handling loosely wrapped, odd-sized candy bars to take care of a 6 or 7-cent price would be tremendous. While this manufacturer seems to have unbounded faith in vending machine operators' cleverness in "evolving methods," this problem will take some solving if candy bar prices go up.)

Hard To Say

"It is rather difficult under prevailing conditions to advise that it will be possible to make a small-sized bar that can be vended for 5 cents. However, should an excise tax or other conditions make it necessary to make such a smaller bar and if it is possible to produce such bars from the manufacturing point, we will most certainly do so."

Makes Only One Shape

"The only candy we make suitable for vending machines is our varied flavored rolls. This is a machine-made piece that requires the use of expensive machinery. For this reason it would not be practical for us to make a special roll exclusively for vending machine use."

Would If He Could

"Naturally, if it is possible, we would be glad to make a small bar which would permit vending machines to sell at a 5-cent price. There are, however, certain factors that would of necessity enter into such a decision. As an example: Hardly any manufacturer would go into the business of a small and new bar if he was in the position of being unable to get enough sugar, chocolate coating and other ingredients. It would be good business for the manufacturer to keep his trade name items in front of the public rather than go into something new. On the other hand, if the volume of his trade name items were large enough and he had sufficient supplies, he could go into the manufacture of something of this kind."

Speaks for Himself

"While we cannot speak for the rest of the industry, as for ourselves it is quite doubtful whether or not we would be in a position to manufacture a reduced size for this particular purpose, the chief reason being that the limited number of items we manufacture are made on a mass production basis and were we to make any changes, no matter how small, in our production methods, the cost would be increased beyond the point of being able to profitably reduce sizes. This, of course, would be particularly true on the items that are automatically wrapped by machine because the machine is set to a definite size and is not flexible enough to offer the opportunity of any change.

"While it would be our desire to be co-operative in the event of any condition as outlined in your letter, we would be limited to the flexibility of our manufacturing methods."

Prize Gum Ruling

The following letter, dated March 26, 1942, was received by a Chicago manufacturing firm. It is confirmation of the recent ruling by the Internal Revenue Department on venders using colored ball gum and is signed by Carter H. Harrison, Collector of Internal Revenue in the Chicago district:

"Gentlemen: Reference is made to devices taxable under Section 3267 of the Internal Revenue Code, as amended, and as added by Section 555 of the Revenue Act of 1941.

"The device in question is a coin-operated vending machine having a glass bowl containing balls of chewing gum. A number of the balls are of a certain color. By inserting a cent in the slot the machine delivers a ball of gum to the customer. If the ball is of a certain color, the customer is entitled to receive a small prize from the shopkeeper. There is no message or legend of any kind on the machine to indicate to the customer that he will be entitled to receive a prize if the machine dispenses a prize ball.

"Since the customer who inserts the coin may receive a ball of gum of a certain color entitling him to a small prize, it is clear that the element of chance is involved in the operation of the machine. The fact that there is no legend or message on the machine to indicate the prize is immaterial. It is also immaterial that only a cent is required to operate the machine and that the prize is small.

"It is accordingly held that a machine of the type described above and operated in the manner set forth is a coin-operated gaming device within the meaning of Section 3267(b) of the code.

"An operator of a place or premises on which this type of machine is maintained for use, or the use thereof permitted, is considered engaged in a trade or business in respect of each such device as of the day the device is placed on his premises for use thereon, on or after October 1, 1941.

"The above ruling is published as M. T. 1, 1942-11-11020, Internal Revenue Bulletin No. 11 for March 16, 1942, by the Commissioner of Internal Revenue, Washington, D. C.

"Carter H. Harrison, Collector."

Reconditioned Cig Venders In Demand, Says Dave Lear

NEW YORK, April 11 (DR).—Swinging into the spring and summer operating seasons, Dave Lear, of Universal Vending Sales Corporation, distributor of reconditioned and refinished cigarette merchandisers, reports the demand for this equipment mounting steadily.

"We've received more orders and inquiries for particular types of machines thru the mail this week than ever before," states Lear. "The operators aren't looking particularly for the cheapest machines they can buy. I believe they all realize that any equipment they buy now must last for the duration. That is why they're purchasing only the best reconditioned merchandisers."

ADDITIONAL INCOME

5 Lb. "SILVER KING," $7.95
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ACTUAL PHOTOS

FREE Cat. & Instructions. Write today for terms.

View-a-Scope or "Peep Show" only $24.50 each. 10 pennies from most players. 1¢ per Photograph, 10 Pictures.

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BALL GUM MACHINES

New Advance Model "D," uses ¾" and ⅝" Balls, $4.50 each. Min. order, 10 machines. Used Advance Model "D," lots of 10, $3.50 each. Used Columbus, large globes, $4.00 each. 1/3 Deposit, Balance C. O. D.

VARIETY VENDING CO.
4172 W. Montrose Ave. CHICAGO, ILL.

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Tobacco Taxes

ALABAMA—April 10: Tobacco use tax reports and payment due. April 20: Sales tax and reports due, including small taxpayers. Use tax reports and payment due.

CALIFORNIA—April 15, Sales tax and reports due. Use tax and reports due.

COLORADO—April 14: Sales tax and reports due. Use tax and reports due.

GEORGIA—April 10: Tobacco wholesalers' reports due.

ILLINOIS—April 15: Cigarette tax returns due, Sales tax and reports due.

IOWA—April 20: Sales tax and reports due. Use tax and reports due.

KANSAS—April 20: Sales tax and reports due.

KENTUCKY—April 10: Cigarette tax reports due.

LOUISIANA—April 15: Wholesalers' tobacco tax reports due. April 20: New Orleans sales and use tax and reports due.

MASSACHUSETTS—April 15: Cigarette distributors' tax and reports due.

MICHIGAN—April 15: Sales tax and reports due. Use tax and reports due.

MISSISSIPPI—April 15: Manufacturers', distributors' and wholesalers' tobacco tax reports due. Sales tax and reports due. Use tax and reports due.

NEW MEXICO—April 25: Use or compensating tax and reports due.

NEW YORK—April 20: New York City retail sales tax and returns due. New York City use tax and returns due.

NORTH CAROLINA—April 15: Sales tax and reports due. Use tax and reports due.

NORTH DAKOTA—April 20: Sales tax and reports due. Use tax and reports due.

OHIO—April 15: Cigarette use tax and reports due. Use tax and reports due.

OKLAHOMA—April 15: Sales tax and reports due. April 20: Use tax and reports due.

RHODE ISLAND—April 10: Tobacco products tax reports due.

SOUTH DAKOTA—April 15: Sales tax and reports due. Use tax and reports due.

WEST VIRGINIA—April 15: Sales tax reports and payment due.

WISCONSIN—April 10: Tobacco products tax and returns due.

WYOMING—April 15: Sales tax and reports due. Use tax reports and payment.

Federal Tax Calendar

April 30: Excise taxes on matches due for March. Form 726. Tax on coin operated amusement and gaming devices due for March, if liability incurred, Form 11B.

For Month of May

ALABAMA—May 10: Tobacco use tax and reports due. May 20: Sales tax and reports due.

COLORADO—May 14: Sales tax and reports due. Use tax and reports due.

GEORGIA—May 10: Tobacco wholesale dealers' reports due.

ILLINOIS—May 15: Cigarette tax returns due. Sales tax and reports due.

KANSAS—May 20: Sales tax and reports due.

LOUISIANA—May 1: Wholesalers' tobacco reports due. May 15: Wholesalers' tobacco tax reports due. May 20: New Orleans sales and use tax and reports due.

MASSACHUSETTS—May 15: Cigarette distributors' tax and reports due.

MICHIGAN—May 15: Sales tax and reports due. Use tax and reports due.

MISSISSIPPI—May 15: Manufacturers', distributors' and wholesalers' tobacco tax reports due. Sales tax and reports due. Use tax and reports due.

MISSOURI—May 15: Retail sales tax and reports due.

NEW MEXICO—May 25: Use or compensating tax and reports due.

NORTH CAROLINA—May 10: Tobacco dealers' monthly reports due. May 15: Sales tax and reports due. Use tax and reports due.

OHIO—May 15: Cigarette use tax and reports due.

OKLAHOMA—May 15: Sales tax and reports due. May 20: Use tax and reports.

RHODE ISLAND—May 10: Tobacco products tax reports due.

SOUTH DAKOTA—May 15: Sales tax and reports due. Use tax and reports due.

TENNESSEE—May 5: Cigarette distributors' reports due.

UTAH—May 15: Sales tax and returns due. Use tax and returns due.

WASHINGTON—May 15: Sales tax and reports due. Use tax and reports due.

WEST VIRGINIA—May 15: Sales tax and reports due.

WISCONSIN—May 10: Tobacco products returns due.

WYOMING—May 15: Sales tax and reports due. Use tax and reports due.

Feeding Factory Workers May Bring Boost for Vending Machs.

The business of feeding American factory workers is booming. Men who work eat a lot. Right now more men and women are working harder than ever before, and they have to eat at least one meal while they're on the job. They often like a brief snack between meals, too.

Automatic vending machines for candy, nuts, gum, beverages and ice cream are used in and are perfect for the smaller plants. Now if somebody would invent and could manufacture a super-duper vending machine about a mile long with plenty of slots venders could serve the large plants, too. Eating facilities around factories generally are not adequate to serve the workers. This is particularly true of war plants built in open country, far from stores and restaurants.

Consider War Plants

Any operator who has vender equipment but is short of locations should certainly look into defense plants in his vicinity. Well-fed workers are better workers, factories find. They see that food is available. For many factories venders are the best if not the only solution.

Industrial feeding in this country is not new, but it is receiving a big spur now. A few companies dominate the field along the Eastern seaboard and thru the Midwest and the South. A Boston firm feeds approximately a half million workers daily in 60 leading industrial plants and shipyards thruout the country. It feeds them their midday meal—but it does not take care of their snacks—venders are the thing for that.

The Canteen Food Service of Chicago, a subsidiary of the Automatic Canteen Company of America, maker of vending machines, is another firm which helps feed industrial workers thruout the country. Food wagons and cafeteria service are most generally employed.

Between-meal snacks are gaining in popularity. The workers can have a quick bite without losing much time. This is helpful to the worker, according to a survey made some time ago by Dr. Haggard and Dr. Greenberg, of Yale University. Testing at one of the leading rubber plants, they found that two brief snack periods, one in the morning and one in the afternoon, along with a well-balanced cafeteria meal, increased workers' output. It was also discovered that the accident rate declined where workers were well fed.

Cake and Cracker Venders Popular

BALTIMORE, April 11.—Cake and cracker vending is gaining in popularity, according to the success Arbee Vending Machine Company is having operating the NBC Diner thru which products of the National Biscuit Company are vended. Gains of better than 25 per cent both in collections and in installations are reported by the firm.

Best results, say officials of the Arbee company, are coming from defense plants.

Retailers Propose 5% U. S. Sales Tax

WASHINGTON, April 11.—The American Retail Federation, representing 400,000 retail merchants, proposed to Congress March 31 a 5 per cent retail sales tax to raise $3,000,000,000 of the $7,000,000,000 President Roosevelt has asked in a new tax bill. B. Earl Puckett, representing the federation, advanced the retail sales tax plan as a substitute for Treasury recommendations for increased corporation taxes and for increased and new excise levies.

The Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and one-half cent a pound profit for the seller.

RICHMOND, Va., April 11.—The scarcity of peanuts is causing increasing alarm to the peanut trade in all sections of the country. In the Southwest and Southeast, for example, some mills are already closed down for the season, and in the Southwest especially mills have had no farmers' stock on which to work for some weeks.

In the Virginia-North Carolina area the quantity of peanuts remaining unsold is the smallest ever known at this season of the year. Reports of unsold farmers' goods outside the hands of mills vary, but range generally from 100,000 to 150,000 bags. Even the largest of these estimates totals less than 15,000,000 pounds. Since the beginning of the season, millers in Virginia and North Carolina have shipped out nearly 200,000,000 pounds of farmers' stock peanuts.

The market for best Jumbos in Virginia and North Carolina is 7½ to 7¾ cents per pound delivered, with occasional lots slightly higher. Best selling stock in this area will also bring 7½ cents per pound. The market is firm for shelled and cleaned peanuts as well as farmers' goods, but little movement is reported at this time of any grade.

Planting of new crop peanuts in the Southeastern States is now under way. Tho the weather has generally been cool, there have been occasional warmer days during which planting has been possible. An exceptional demand for seed peanuts is reported in the Southeast, and Southeastern peanut leaders are looking for an even larger increase in acreage than was indicated in the intentions to plant report issued last week. Planting conditions have been excellent in South Texas and that area also reports a heavy demand for seed. Rain is needed in North Texas and Oklahoma before planting, but seed demand has been good.

VENDER SUPPLY NOTES

Financial circles point out that the Wrigley company's production and sales outlook for the coming month will depend almost entirely on the sugar situation, inasmuch as Wrigley has ample supplies of other necessary ingredients, including chicle, flavorings and packaging materials. The company is not expected to increase its 5-cent package price in view of its adherence to that rate thruout the last war despite increased raw material costs.

* * *

Altho the Pepsi-Cola Company is subject to the same sugar rationing as other soft-drink manufacturers, followers of its affairs anticipate that production volume this year will hold up relatively well as compared with 1941. This forecast is based on the fact that many bottlers using the company's product have eliminated many of their miscellaneous flavor beverages containing sugar in order to utilize their sugar allotment to bottle Pepsi-Cola.

* * *

Use of lead foil for packaging cigarettes will be prohibited on May 1, the War Production Board announced. Cigarette manufacturers will not be permitted to use their inventories of foil after April 30, the board said.

* * *

A method which softens up the toughest nuts so that they can be readily cracked and the kernel removed whole is revealed in a patent (No. 2,277,485) granted to Charles H. Frazier, Cincinnati. The shells of Brazil nuts, one of the most difficult of nuts from which to take the kernel in its entirety, are easily removed, it is said.

* * *

Philip Morris & Company has started its spring promotion campaign, using about 300 newspapers thruout the country. This is the largest single newspaper campaign for Philip Morris cigarettes and is in addition to substantially increased magazine and radio schedules.

* * *

The Hershey Chocolate Corporation, Hershey, Pa., has under consideration a plan to divert part of its huge plant to war production, it was announced by William F. R. Murrie, president. Conferences have been held with the Army Ordnance Department, but no details were released. Output of candies and coatings would continue as before, Murrie stated.

* * *

Makers of candy and soft drinks have been ordered by WPB not to exceed their 1941 consumption of honey. This is a move to conserve supplies for the domestic and military consumers because some manufacturers who formerly used little or no honey have recently become heavy purchasers because of the sugar shortage. Users of only small amounts will be permitted to consume up to 60 pounds in the production of any product, however, without regard to 1941 consumption.

* * *

Lucky Strike cigarettes starts its seventh consecutive year of broadcasting "Your Hit Parade" on May 2.

* * *

MARKETS IN BRIEF

NEW YORK, April 8.—Peppermint oil (dollars per pound): Natural, $6 to $6.25; United States pharmaceutical $6.50 to $6.95.

NUTS

CHICAGO SPOT MARKET

PEANUTS

	Cents per lb. in bags
Virginia and North Carolina	
Jumbos	10.00 @ 10.25
Fancies	9.75 @ 10.00
Extra large	14.00 @ 14.50
Medium	14.00 @ 14.25
No. 1 Virginia	13.75 @ 14.00
No. 2 Virginia	12.50 @ 13.00
Southeast	
No. 1 Spanish	13.75 @ 14.00
No. 2 Spanish	12.25 @ 12.50
No. 1 runner	13.00 @ 13.25
No. 2 runner	11.75 @ 12.00
Texas	
No. 1 Spanish	

Detroit Assn. Fights Food Tax

DETROIT, April 11.—Conferences were to be held this week between the Greater Detroit Vending Machine Operators' Association and representatives of retail food and drug associations to work for an amendment to the State Constitution exempting food sales from the State 3 per cent sales tax.

Vending machine operators at Grand Rapids are also active in the plan and are in close touch with the general food trade associations in that part of the State which are working aggressively on the project.

The Detroit group has promised cooperation in the movement, L. V. Rohr, president of the association, told The Billboard. This week's discussion was expected to result in a definite plan of campaign. Objective will be to get this proposal in the fall election.

Cigarette Output Hits New February High

Cigarette production set a new February high, with the industry turning out 16,628,297,300 cigarettes, an increase of 21,165,670,400 or 14.96 per cent more than were produced in February, 1941.

In the first two months of 1942 cigarette production reached the record total of 36,130,921,910 compared with 30,751,438,210 in the same months of 1941 and 27,730,252,863 in 1940.

Production of tobacco February and the two months compares as follows:

(Last three figures omitted)

Cigarettes for	1942	1941	1940
Feb.	16,628,297	14,464,626	13,162,661
2 Mos.	36,130,921	30,751,438	27,730,252

STEWART-McGUIRE 7-COLUMN MODEL "S" CIGARETTE MACHINE, NEWLY REPAINTED, TWO TONE $32.50
DuGRENIER 9 COLUMN MODEL "W" CIGARETTE MACHINE 49.50
DuGRENIER 11 COLUMN CHAMPIONS, LATEST MODEL 85.00
These Machines Are All Guaranteed To Be In A-1 Condition, Exceptionally Clean.
1/3 Deposit With Order, Balance C. O. D.
RELIABLE MUSIC COMPANY
(FORMERLY HANKIN MUSIC CO.) 708 SPRING ST., ATLANTA, GA. (Tel.: Vernon 3567)

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, April 11.—Things moved along on the three coin machine rows here on an even keel this past week, with the spurt in sales going principally to arcade equipment. With beaches and camp arcades swinging into full force for the 1942 season, demand for Penny Arcade equipment is steadily increasing. Guns of all sorts are in demand because of the war. A jobber who made a trip to the beaches reported that ray guns were getting big play whether in a beach-front spot or arcade near a camp. Soldiers and sailors are the principal patrons.

No definite solution has been reached regarding the saving of tires. Most of the operators have automobiles and trucks in good condition, including tires. While no great problem is expected here for another six or eight months, the matter of conserving rubber is receiving some consideration. However, no one seems to have got down to a real pensive mood to think it out. In the vicinity of an inland city it was reported that operators working small towns near there are getting servicemen in the small towns to take care of their machines. The operators send a man into the town by bus and he picks up the money for all the operators, distributing it to them upon his return to the central city. There is also talk that a central servicing office will be started and the charge will be a flat monthly fee, with calls expected to balance themselves from one month to the other. Another rumor has it that some operators will discontinue all night calls.

A blackout Wednesday night proved that the scare has subsided and that things move along just the same after the all-clear signal. While business was affected that particular night, takes came back to the normal figure during the following nights.

Jay Robinson To Wed

Jay Robinson, son of Mr. and Mrs. Phil Robinson, he of the Chicago Coin, and Hank Davis are to be married at a quiet ceremony April 12. Wedding dinner will be held that evening at Ciro's in Hollywood. . . . Margery Morgan, secretary for the Southwestern Vending Machine Company, has left for a visit to relatives and an old friend who is about to go in the army in Alabama. It's a vacation, but it is indefinite as to when she will return once she's got that Alabama sand in her shoes again. Her place is being filled by Miss Kirschner. . . . Joe Shonka, J. & R. Amusement Company, in Bakersfield, Calif., has enlisted in the Air Corps. . . . Earl Fraser, formerly of the Southwestern Vending Machine Company, pens that he is liking army life better every day. . . . Clarence Honeyfield is back in Bakersfield, Calif., following a vacation trip to New Mexico.

Musketeers Have Lunch

Mac Mohr, Phil Robinson and Harry Kaplan, of Mac Mohr Company, Chicago Coin and Southwestern Vending Machine Company respectively, met Thursday (9) for lunch. The hour was spent mostly talking shop. . . . Guy E. Noel, president of Gay Games, is expected in Los Angeles for a brief visit with relatives. . . . Murray Hofberg returned to Los Angeles this week-end following a trip to Sacramento, Bakersfield, Fresno and Stockton, Calif. . . . George Young, Rock-Ola distributor in Selma, Calif., is busy scouting around to get his cars and trucks in shape to last for the duration. . . . Jimmy Jones, SVMC manager, is back on the job following an illness. . . . Ray Hoenk, Long Beach operator, has joined the marines. Because he had put in eight years previously in the service he was sent to La Jolla, Calif., as an instructor. Al Farley is taking care of the route during Hoenk's absence. . . . According to Mac Mohr, several Evans Automatic Bowling Alleys are being installed in South Gate, Calif., and they will go into service in the near future. . . . Major Mohr, South Bay Novelty Company, in Redondo Beach, Calif., is confined to the hospital but reported well on the mend. . . . Dan Stewart, Stewart Novelty Company, Salt Lake City, paid one of his none-too-frequent visits to Los Angeles recently.

Tetslaff Visitor

Oscar Tetslaff, popular game and music operator in Banning, Calif., was in the city Thursday (9) and visited the Trojan Novelty Company to look over equipment. Tetslaff, who operates the Palm Springs Amusement Company, reports that business is good in that section. He anticipates a good summer business despite the fact that winter is the season and it ends there about May 1. . . . A. E. Smith, formerly with Modern Coin Exchange as serviceman, is now with Consolidated Novelty. . . . L. B. McCreary, manager of the Los Angeles branch of E. T. Mape Music Company, is putting so much stress on time now that he returned here recently from a business trip to San Diego by plane. . . . A. M. Keene, of Taft, Calif., visited the E. T. Mape Music Company in Los Angeles recently. He's already made a couple of trips to Mexico City this year and is now looking at brochures telling of the tropical sunsets and waving palms in Havana. . . . Carl Schott, Schott Bros., Yuma, Ariz., was a recent visitor to Los Angeles and spent some time talking over the coin machine situation with Percy Shields. Schott makes a trip here about every four weeks and his many friends are glad to see him.

Robert Cecil in L. A.

From Parker, Calif., came another operator, Robert Cecil, to see what was going on here. . . . Manson McDonald, Long Beach Penny Arcade operator, was in town in the quest for new machines. . . . Jack Lipps, Lipps & Lorenz, at Camp Elliott, breezed into town this week for a look-see. . . . Jerry Cooper and Roy Yoder, serviceman, from Riverside, Calif., were here on a buying trip. They visited the Paul Laymon firm, Southern California representative of the Sullivan-Nolan Advertising Company. . . . Allen Anderson, Taft, Calif., dropped into town and spent quite a few hours on West Pico. . . . J. A. Ewing, Bakersfield, Calif., reports that things are going okay in his region. . . . Fred White, Visalia (Calif.) operator, was also on the visitor's list for the week. . . . Harry Gordon and Mrs. Gordon, San Diego, Calif., were here recently to mark their sixth wedding anniversary. The Joe Orchutts and Paul Laymons helped them to mark the festive occasion.

Roots Celebrate

The Frank Roots, of Lancaster, Calif., who were married a few weeks ago, will be in town April 12 with their wedding party for a cocktail party given by Mr. and Mrs. DeBoer. . . . Arline Gimsee, secretary at the Paul Laymon firm, has received a letter mailed February 13 by her brother, who is a radio operator in Bataan. In his letter Miss Gimsee's brother reported that everything is fine, "the food good and we're getting a bath every day." He ended his letter with "I'll meet you at Earl Carroll's."

DON'T PASS THESE BUY!

PHONOGRAPHS IN MARBLEGLOW ROCKOLAS

12 Record	$20.50	Counter Model 71	130.50
Imperial 20	69.50	600 Mod.	169.50
Imperial 20, Illuminated Cabinet	89.50	500 Mod.	199.50
'39 Table Mod. & Stand	79.50	800 Mod., Walnut	299.50
Monarch	59.50	750 E Mod., Walnut	349.50
'39 Deluxe	189.50	Wurl. Adapter with 7 Keeney Boxes	150.00
'39 Deluxe with Adapter & 4 Keeney Boxes	249.50	Twin 12 in Steel Cab. with Speaker	115.50

WURLITZERS

P-12	$44.50		
P-12 in Illum. Cab.	59.50		
616	59.50		
Counter Model 51	39.50		
Counter Model 61	79.50		
24-A	109.50		

MILLS

Reg. Dance Master	$20.50
Do Re Mi	39.50
Zephyr, Multi-selector	38.50
Throne of Music	129.50
Empress	189.50

Terms: 1/3 Deposit, Balance Sight Draft

SOUTHERN AUTOMATIC MUSIC COMPANY

"The House That Confidence Built"

542 S. Second St., Louisville, Ky.

He's Rollin' in Dough!

PRIZE PIG . . 1080 Holes . . 5¢ per sale . . Slot symbols . . Takes in a juicy $50.00 . . Total Average Payout $26.00 . . Total Average Profit, a neat $28.00 . . THICK DIE-CUT BOARD ON WHEELS!

"Porky" Brings Home The Bacon

SUPERIOR PRODUCTS

14 N. PEORIA ST.

CHICAGO, ILL.

FOR SALE

5 Reconditioned TEN STRIKES, $75 each

A. J. BUTINY

3404 S. MORGAN CHICAGO

WANTED FOR CASH—TEXAS LEAGUERS LATE F. P. ONE-BALLS

Attention	$39.50	Do-Re-Mi	$49.50	Metricker	$94.50	Salute	$36.50
Anabel	24.50	Duplex	41.50	Miami Beach	52.50	Sun Beam	47.50
Argentine	79.50	Follies	16.50	Pan American	49.50	Seven Up	47.50
Barrage	39.50	Four Diamonds	54.50	Paradise	37.50	Sky Blazer	69.50
Big League	14.50	Flicker	39.50	Play Mate	19.50	Sky Ray	54.50
Big Chief	37.50	Five & Ten	99.50	Polo	27.50	Ten Spot	59.50
Boom Town	34.50	Gold Star	34.50	Power House	22.50	Towers	89.50
Broadcast	39.50	Gun Club	72.50	Repeater	29.50	Twin Six	57.50
Big Parade	99.50	Headliner	14.50	Super Charger	16.50	Up	34.50
Belmey	82.50	Horoscope	54.50	Sporty	14.50	Victory	99.50
Clover, F.S.	84.50	Hi Hat	59.50	Sparky	29.50	Venus	94.50
Crossline	34.50	Jolly	18.50	Sky Line	31.50	Wild Fire	42.50
Capt. Kidd	74.50	Knockout	99.50	Stratoliner	44.50	West Wind	62.50
Dough Boy	18.50	Leader	32.50	Sea Hawk	49.50	Wow	34.50
Dixie	31.50	League Leader	32.50	South Paw	64.50	Zombie	39.50
		Mr. Chips	17.50	Snappy	59.50	Zig Zag	59.50
		Metro	39.50				

ARCADE EQUIPMENT

2 Rotarys	$154.50	Cockeyed Circus, 1 Bat with Stand	$ 79.50
Texas League	29.50	Drive Mobile	189.50
3-Way Grippers	17.50	Exhibit Diggers	40.50
10 Exhib. Card Vendors	32.50	Single Grippers	9.50
Speed Bicycle	136.00	A.B.T. Guns	19.50
Ramason	137.50	Exhib. Chinning Mach.	129.50
Sky Fighter	189.50		

ONE BALLS

Sport Special	$ 94.50	Long Shot	$149.50
Record Time	104.50	Blue Grass	159.50
Dark Horse	129.50	Mills Owl	97.50
Sport King	149.50	Mills 1940 1-2-3	94.50
Santa Anita	134.50		

CONSOLES

Baker's Pacers, #7400	$239.50
Baker's Pacers, #6701	109.50
Jumbo Parades	94.50
Big Game (Clock Hd.)	135.50
Pace Saratoga, conv.	129.50
Silver Moon, New, P.O.	107.50
Jumbo Parade, blue cab.	119.50
Super Bell, F.S.	229.50
Silver Moon, Cash	129.50
Silver Moon, F.P.	129.50

One-Third Deposit With Order, Balance C. O. D.

EMPIRE COIN MACHINE EXCHANGE, 2812 W. North Ave., Chicago, Ill. HUMboldt 6288

PROFIT WITH THESE PONSER BUYS

Every Ponser game is perfectly renewed! All equipped with F. P. attachment! Pre-checked! Pre-Played! Like new! 1/3 deposit with orders, balance C. O. D. Give 2nd and 3rd choice!

Airforce	$64.50	Jungle	$59.50
Star Attraction	49.50	Slugger	47.50
Sky Ray	44.50	Towers	69.50
Majors '41	39.50	Ten Spot	44.50
A. B. C. Bowler	44.50	Clover	57.50
Legionnaire	39.50	Four Diamonds	52.50
Zig Zag	47.50	Spot Pool	62.50
Wild Fire	44.50	Home Run, '42	69.50
Silver Spray	37.50	Four Roses	32.50

JOBBERS! DISTRIBUTORS! Brand-new cartons complete with all fillers, $2.15 each.

Will buy Legal Equipment—Please Write or Wire What You Have.

PROFIT PROFIT

GEORGE PONSER COMPANY 11-15 EAST RUNYON ST., NEWARK, NEW JERSEY

STILL DELIVERING Chicago Coin's ALL STAR HOCKEY

ALSO READY FOR IMMEDIATE DELIVERY — NEW GAME — YANKS

WANTED: ANY AND ALL MACHINES SUITABLE FOR PENNY ARCADE. WRITE IMMEDIATELY, STATING WHAT YOU HAVE AT BEST PRICE.

SAVOY VENDING CO., 651 Atlantic Ave., Brooklyn, N. Y.

THERE IS ALWAYS A GOOD BUY AT THE LEHIGH

Victory	$49.50	Knockout	$89.50	New Am. Eagles	$25.00
Big Parade	69.50	Five & Ten	69.50	New Kicker & Catcher	23.75
Spot a Card	69.50	Air Circus	79.50	New Game Hunters	37.50
Defense	79.50	Home Run '42	79.50	New Challengers	37.50
New 3 Scores	69.50				

All Games Packed in Brand-New Cartons. Send Order and 1/3 Deposit. Mention 2nd Choice.

LEHIGH SPECIALTY CO., 2nd & Green Sts., Philadelphia, Pa.

X-RAY POKERINO Brand New, in Original Cases $164.50 First Come First Served

Special Discounts in Lots of 5 or More

ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

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Industry Mentions

Magazines --- Newspapers --- Radio

At a recent civilian defense meeting attended by Detroit citizens it was suggested that telephone music might play an important role in emergency or air raid by having the girls in the central studio broadcast warnings thru their phonographs informing those in public places that there is danger.

The feasibility of such a plan was unexpectedly demonstrated in New York City on April 6—altho in reverse. Newspapers all over the country, thru an AP release of the story, carried the account of a sailor in a Greenwich Village bar who, just as he had inserted a coin into the telephone music phonograph, heard someone in the location order everyone to put up their hands. "There's a stick-up going on here. Call the cops," the sailor said softly to the girl in the record room. She did and soon the police arrived, arresting three men who had obtained $300 from the cash register and patrons of the location.

* * *

Radio Mention: The detective serial, *Adventures of the Thin Man*, made very favorable use of a pinball game in a plot which involved catching saboteurs in a war goods plant. The pinball game, while only incidental to the plot, nevertheless was a goodly part of it . . . sort of clue which hid the real clue from the audience.

Signals to enemy submarines at sea had been seen coming from the mayor's office, which led Nick Charles (the Thin Man, detective) to conceal himself in that office the following evening. The mayor, an aged man, had often been seen going to his office late at night, about when the signals had gone out.

Waiting for the mayor to show up, Charles found a pinball game in an anteroom. Pinball games had been banned in the town. Charles thought the game had been used in some way to signal the subs. So when the mayor arrived, Charles questioned him about the game and the mayor said he would not answer 'because it would be very embarrassing to me personally."

Later, when the mystery was solved and the real enemy caught the detectives returned to the mayor, who had been placed under arrest, and demanded an explanation of the concealed pinball game. Admitting that he was a real pinball fan, the mayor said that when the city police had confiscated games he had slipped one into his office so that he could indulge in his favorite game.

* * *

The movie "Juke Girl" has been released and reviews in film trade papers compliment Ann Sheridan, Ronald Reagan, Richard Wharf and Gene Lockhart on their performances, but call the picture as a whole a "weak entry." Ann plays the part of a girl who works in a Florida "jook joint," in which there is an automatic music box.

* * *

On the sport page of *The Chicago Tribune* March 12 was news of the Cubs leaving Catalina Island to prepare for their string of exhibition games, and in his comments on the usual musical aloha played to departing boats, the sports writer mentions that juke boxes are becoming more and more popular on Catalina.

* * *

Still shots taken from the movie "Rings on Her Fingers" are reproduced in *Movie Story* magazine and in one of them Henry Fonda and several members of the cast cluster around a slot machine, which Fonda is playing doggedly, and from which he is collecting handsomely. Caption reads: "These machines have gone haywire! I'll prove it's not luck if it's the last thing I do."

150th Birthday of Philadelphia Mint Spent Making Coins

PHILADELPHIA, April 11. — Behind tightly drawn curtains the United States Mint here observed its 150th anniversary on April 2 by turning out 125 pennies, dimes and other coins a minute, every minute of the 24-hour day. "Most of us didn't even know it was an anniversary, for we are working 24 hours a day to meet the wartime need for money," said Edwin H. Dressel, superintendent of the mint. He revealed that last year the mint turned out more coins—1,439,084,576 of them—than in any other year of its history. In 1942 the total is expected to be increased since the mint's capacity is being doubled.

Defense production said Dressel, has increased the circulation of money to an unprecedented degree. From 950 to 1,000 persons are employed at the Philadelphia Mint, the largest and the first of the country's three coin factories.

"Our records show that the nation was practically poverty-stricken and moneyless when President Washington signed the bill authorizing a mint on April 2, 1792," Dressel said. Records in the present quarters reveal that considerable festivity surrounded the building of the mint's first and comparatively humble home. By 1833 the mint had outgrown its first home and was moved to the largest public square in the city and finally to its present site.

Report Says Stores Will Lose Much Trade in 1942

WASHINGTON, April 11.—A report recently issued by the Department of Commerce says that retail sales for the year 1942 will drop considerably. This will be largely due to the curbs and rationing on many lines of goods considered non-essential. The report says that consumers' sales are expected to drop from about $73,000,000,000 in 1941 to about $64,000,000,000 in 1942. This drop in retail sales will naturally reduce the income of many types of retail locations and may especially strike the smaller retail establishments. While an increase in prices may help the smaller stores to some extent, it is a well-known fact that stores will need an increase in volume in order to make up for increased expenses.

"The Suckers." From *Phoenix Gazette*. Artist, Reg Manning.

ARCADE MACHINES WANTED

Will pay cash for ALL TYPES Penny Arcade Machines if prices are right. Send complete list immediately, giving condition and lowdown.

FRANK SWAN
146-39 60th Ave., Flushing, L. I.

NEW! LEGAL!

Manufacturer offers a limited number of brand-new, deluxe floor-model, LEGAL, tax-free, nickel-operated AMUSEMENT MACHINES. This is a $100 value. While they last the price is only $25 each. Write for details!

BOX 285 MINNEAPOLIS, MINN.

WANTED FOR CASH
Seeburg's
CHICKEN SAMS
$47.50 F. O. B. Your City
Within 1000 Miles of Chicago.
CHICAGO NOVELTY CO., Inc.
1348 Newport Ave. CHICAGO, ILL.

NEW BOWLING ALLEY GAME
21 Ft Long
5¢ coin operated. 8 balls, manually played. Completely mechanical, simple merchandise, no electric gadgets to get out of order. Very attractive. Immediate delivery. Write
PENNY PRODUCTS CO., Lansdowne, Pa.

4 METER MOVIES
Like New. Guaranteed.
Must Sell Quick, Going to the Army.
$475 Each Cash
C. Walters & Associates
2223 Beverly Blvd. Los Angeles, Calif.

WANTED!!
LOCATION FOR PENNY ARCADE!
BOX NO. 315, Care of The Billboard, 1564 Broadway, New York City.

BASEBALL DAILIES
120 Ticket, National and American Leagues, 2 teams on ticket. Sample three books, $2.00. 500 Ticket, National and American Leagues, 3 teams on ticket. Sample set, $1.75. 2024 Ticket, National and American and American Association, 3 teams on ticket. Sample set, $6.50.
BARNES NOVELTY CO., New Paris, Ohio

NEW 500 FORTUNE SCALE

Operates Automatically
No Springs--Balance Weight
30-DAY MONEY-BACK GUARANTEE
WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.
Est. 1889—Tel.: COlumbus 2770
Cable Address "WATLINGITE," Chicago

WANT TO BUY
1 BALL FREE PLAY GAMES
State condition and lowest Cash Price in first letter.
SEND FOR OUR LATEST PRICE LIST
on Reconditioned Machines.
WE BUY, SELL AND EXCHANGE
3147 Locust St., ST. LOUIS, MO. MT CALL NOVELTY CO.

WANTED FOR CASH
Chicken Sams, Rock-Ola World Series, Sky Fighters, Ace Bombers, Air Raiders, Hockeys and everything in Arcade Machines. Write, wire to get quick action!!
GIVE BEST CASH PRICE!
LOUIS NELSON
2041 63RD ST. BROOKLYN, N. Y.

WE ARE REMODELING
the following obsolete games into streamlined versions, with new plastic bumpers and new backboard glasses: Power House, Bowtie, Big Town, Mr. Chips, Follies, Home Major, Home Run, Commodore, Triumph, Roxy, Bowling Alley, Cadillac, Stars, Leader, O'Boy and Turf Champs. Write for our prices and details.
GLICKMAN INDUSTRIES
4655-60 Griscom St. PHILADELPHIA, PA.

BARGAIN KEENEY'S
Super Bells, slightly used, $195.00 each; Bally High Hands, $150.00; Bally Big Tops, $80.00; Jennings Silver Moon, Totalizers, $95.00. All Machines equipped with pay-out Free Play Mint Venders. Send 25 per cent deposit.
ROBERT PLATT
2827 Beechwood Blvd. Pittsburgh, Penn.

YOU CAN *ALWAYS* DEPEND ON JOE ASH—*ALL WAYS*

ORDER QUICK WRITE, WIRE OR PHONE TODAY!

EVERY FREE PLAY GAME THOROUGHLY CHECKED, CONDITIONED LIKE NEW WITH COMPLETE F. P. ATTACHMENT, SCORE CARDS, ETC.

GENCO		CHICAGO COIN		EXHIBIT	
Argentine	$49.50	Doin Way	$49.50	Do Re Mi	$39.50
Bandwagon	24.50	Buckaroo	14.50	Double Play	29.50
Big Chief	24.50	Commodore	14.50	Duplex	24.50
Big League	14.50	Dixie	19.50	Leader	10.50
Big Town	14.50	Home Run '42	74.50	Sky Blazer	49.50
Bosco	64.50	Jolly	14.50	Stars	25.50
Capt. Kidd	49.50	Legionnaire	44.50	Sun Beam	29.50
Follies	14.50	Lucky	14.50	West Wind	39.50
Formation	14.50	Majors	14.50	Zombie	24.50
Four Roses	29.50	Majors '41	39.50	Congo	29.50
Gun Club	54.50	Nippy	14.50		
Hi-Hat	39.50	O'Boy	14.50	**GOTTLIEB**	
Jungle	59.50	Ocean Park	14.50	A.B.C. Bowler	$49.50
Metro	24.50	Polo	24.50	Belle Hop	39.50
Punch	14.50	Roxy	14.50	Bowling Alley	14.50
Seven Up	27.50	Snappy '41	49.50	New Champ	49.50
Slugger	39.50	Sport Parade	29.50	Horoscope	42.50
South Paw	44.50	Sports	14.50	Score Card	14.50
Ten Spot	37.50	Sporty	14.50	Sea Hawk	29.50
Victory	74.50	Star Attraction	44.50	Spot Pool	64.50
BALLY		Stratoliner	24.50	Texas Mustang	54.50
Beauty	$19.50	Venus	64.50	Paradise	29.50
Broadcast	27.50	**KEENEY**			
Cross Line	22.50	Red Hot	$14.50	**STONER**	
Flicker	24.50	Score Champ	14.50	Hi Stepper	$29.50
Monicker	64.50	Sky Ray	34.50	Super Chubbie	44.50
Pan American	34.50	Supercharger	14.50	Uncle	24.50
Silver Skates	29.50	Twin Six	34.50	Wow	24.50
Trailways	32.50	Wild Fire	34.50		
SUCCESS		**BAKER**			
Boomtown	$27.50	Target Skill	$34.50		
League Leader	24.50				
Red, White & Blue	24.50				

TERMS: 1/3 Cash, Balance C. O. D. Full Cash All Orders Under $25. Give 2nd and 3rd Choice.

ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

Danny Walker, columnist for *The Daily News*, ran an item Wednesday (8) which stirred up quite a bit of comment. The squib read: "Because the Treasury Department can use that $50 tax on pinball machines, Mayor La Guardia's ban may be rescinded." We hope for the best, but cannot get over-optimistic at the present time. The experienced coinman will pay as much attention to Walker's statement as he will to his judgment about the newspaper crack that appeared the following day: "The U. S. Government stopped the manufacturing of cigarette machines because the purchaser usually forgets about the pennies in the cellophane, and when he opens the package the pennies fall out and are lost. THE GOVERNMENT WANTED TO CONSERVE THE METAL THAT WENT INTO THE PENNIES." The quotation is not exactly as it appeared, and the caps are ours, but you get the idea.

* * *

In the Army

Jimmy Gilroy, head man at Jack Fitzgibbons's place, enters the Army on April 15. Jimmy joins about 10 other Fitz employees who are already in the service, among whom are Monroe Lukasick, Johnny Genecosky and Chuck Daven.

* * *

Charm Cabinet Show

Ben Boldt, sales manager of Charm Music Cabinet Company, Chicago, ran a four-day showing at the Hotel New Yorker, meeting and renewing acquaintance with all the Eastern music operators. Ben was well satisfied with the contacts he made.

* * *

Fast Flashes

Al Cohen, of Asco Vending Machine Exchange, is elated over the excellent export job his firm is doing to Puerto Rico, Ecuador, Argentina and other South American nations. Machines are being shipped regularly.

Economy Supply Company recently moved to 631 Tenth Avenue and has been running full blast. Ike Berman tells us that demands are coming in from all over the country for parts and supplies.

Dave Simon made a trip to Chicago with his brother Al and returned after a few days in the Windy City.

* * *

Coin Row Visitor

Tony Gasparro comes around to Coin Row every once in a while to talk things over with his friends.

* * *

Nat's Travels

Nat Cohn spent one week in the mountains, returned to his office for a day, and then took a train to Miami. Harry Rosen went along with Nat to see that he took proper care of himself. Harry and Nat will return to New York in about a week.

* * *

Mitnick Mechanical Expert

Jack Mitnick, sales manager for George Ponser, has become the mechanical expert for Panorams. There is nothing about the construction of this machine that Jack cannot discuss thoroly.

* * *

Casualty

Julius A. Levy, metropolitan salesman for DuGrenier cigarette machines, had to take a few days off due to illness and overwork. Julius has been stepping very fast and piling up all kinds of sales records.

* * *

Home Guard Notes

Charley Engelman, the music operator, has just been promoted to a sergeancy in the Home Guard. Gil Engelman, also in the Home Guard, has signed up for the officers' training school in the regular forces.

* * *

Arcade Boom

Mike Munves, the Arcade King, and his brother, Joe, claim this will be a record year for penny arcades if the sales of machines thru their showrooms are any criterion.

* * *

Mutoscope Active

Al Blendow, manager in charge of International Mutoscope Reel's arcade division, busier than ever now that the official opening of many of the parks and resorts is just around the corner.

* * *

Here and There

Bert Lane, of Seaboard Sales, is still selling all the Genco Play Balls that come into the city.

Max Levine, Scientific Machine Corporation executive, is devoting much of his time to civilian defense work in his home borough.

LEW WOLF OFFERS

Bally Beauty	$10.00	Drum Major	$10.00	6 Nippy	$10.00	Sports	$10.00
Bang	10.00	Dude Ranch	25.00	2 Old Boy	12.00	3 Spot Pools	65.00
Big Chief	20.00	Flicker	25.00	2 Old Johnny	12.00	5 Super Six	10.00
2 Big Time	20.00	Follies	10.00	3 1940 1-2-3	75.00	Supreme	10.00
2 Birdie	10.00	Gold Cup	55.00	Pickem	10.00	2 Three Score	10.00
2 Blackout	10.00	Gold Star	15.00	Playmate	10.00	3 Topper	10.00
2 Bowl. Alley	10.00	4 Hold Over	10.00	2 Punch	10.00	11 Triumph	10.00
2 Brite Spot	10.00	Keen-a-Ball	10.00	6 Red Hot	10.00	Twinkle	10.00
Buckaroo	10.00	6 Landslide	15.00	Record Time	90.00	6 Variety	10.00
Circus	10.00	2 Leader	18.00	Rotation	10.00	Vogue	12.00
Congo	25.00	Legionnaire	45.00	Roxy	10.00	2 White Sails	10.00
2 Chevron	10.00	Lime Lite	12.00	3 Sea Suzy	20.00	Wild Fire	20.30
Cowboy	10.00	2 Lot-a-Fun	10.00	Scoop	10.00	Wings	15.00
4 Crossline	21.00	2 Mascot	10.00	4 Score Card	10.00	Zeta	10.00
Dixie	15.00	Metro	18.00	2 Sneaks	10.00	Ocean Park	10.00
4 Dble. Feature	15.00	5 Mr. Chips	10.00	Speedy	10.00		

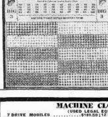
NEW AND REVAMPED GAMES

(Old Name)—(New Name)		(Old Name)—(New Name)		(Old Name)—(New Name)	
Big Show—Big Tent	$35.00	Powerh'se—Over-the-Top	$40.00	Score Card—Ajax	$45.00
Blondie—Stepper	35.00	Punch—Flash	35.00	Silver Skates	55.00
2 Entry—Speedway, new	55.00	Rotation—Luxury	35.00	Silver Skates, new	55.00
7 Fleet—Scout	35.00	Roxy—Cupid	35.00	Silver Spray—White Sails	55.00
Glamour—High Jinks	35.00	Salute, new	40.00	Sporty—Flight	55.00
High Stepper, new	45.00	Scoop—Klipper	45.00	3 Wow—Pep, new	35.00
Lite-Card—Bingo	35.00				

1/3 Deposit With Order, Balance Will Be Shipped C. O. D.

REX AMUSEMENT OF BUFFALO

1443 MAIN STREET BUFFALO, NEW YORK



Big Three Cigarette

(Semi Thick)

1000 Holes, 3c

Take-In Is $30.00

Gives Out 120 Packs as Follows:

3 1 Carton Winners .... 30 Packs

40 1 Pack Winners .... 40 Packs

10 Last Sale in Each Section Awards of 5 Packs Each .. 50 Packs

Lots of 50 or more..80c each

Lots of 25 or more..85c each

Lots of 12 or more..90c each

Our selling prices are not controlled. 25% Deposit or full remittance with all orders.

A. N. S. CO.

312 Carroll St., Elmira, N. Y.

MACHINE CLOSEOUTS

(USED LEGAL EQUIPMENT)

7 DRIVE MOBILES $189.50
11 BATTING PRACTICE 124.50
3 ANTI-AIRCRAFTS 37.50
2 MILLS FREE PLAY SLOT 79.50
3 ROLL-A-TOPS 39.50
12 SKY FIGHTERS (Latest Mod. B) $200.00
6 PHOTOMATICS (Enclosed Lights) 550.00
3 EVANS DUCK PIN ALLEYS ... 375.00 (All Latest Improvements)

WE HAVE THE FOLLOWING NEW GAMES IN STOCK
JOBBERS AND DISTRIBUTORS, WRITE FOR QUANTITY PRICE

CHICAGO COIN'S HOCKEYS
GENCO'S PLAY BALL
TRIWAY'S SINGING PICTURES AND CHANDELIER SPEAKERS
SCIENTIFIC'S BASEBALL & BASKETBALL
EVANS PLAY BALL

ROBINSON SALES CO., 3100 Grand River Avenue, Detroit, Michigan

35 GOOD BUYS!

1 Evans Lucky Star	$ 99.50
2 Paces Races, Brown Cabinet	99.50
2 Baker Pacers, Like New, Jackpot	235.00
2 Paces Races, Red Arrow	195.00
2 Keeney Super Bells	289.50
2 Jennings Liberty Bell Consoles	22.50
1 Derby Day Console	22.50
1 Longchamp Console, 2, 5c Slides	35.00
5 Jennings Ciga-Rollas, 5-10 Play	69.50
6 Jennings Good Lucks	34.50
2 Mills Jumbos, New Head, Cash Payout	99.50
4 Mills Jumbos, New Head, Free Play	89.50
1 Evans Lucky Lucre	149.50
5 Pace Brown Front Comet	46.50
1 Jennings 5c Silver Chief, Slugproof	105.00
3 Jennings 5c Silver Chiefs	94.50
10 Mills 5c Bon. Frt., Club H., Lt. Cab.	114.50
1 Mills 10c Bon. Frt., Club H., 25c Pl.	117.50
3 Mills 5c Cherry Bells, Club Handles, Light Cabinets, 3-10 Payout	114.50
5 Mills 5c Blue Fronts, Club Handles	89.50
2 Mills 3 Bells	
3 Mills 4 Bells, Ashtrays, High Serial	279.50
1 Mills 4 Bells, 3 5c and 1 25c Chute	450.00
8 Mills 1 Ball 1-2-3, Cash Payout	24.50
50 Used 5 Ball Free Play Pin Games, Write Us for Complete List	14.50
2 Mills Flashers, Cash Payout	27.50
1 Mutoscope Sky Fighter	169.50
1 Seeburg Chicken Sam	89.50
5 New Pikes Peaks	14.50
2 Evans Ten Strikes	$ 59.50
2 Gottlieb Skee-Ball-Ettes	59.50
1 Wurlitzer 600, Marbleglo	159.50
1 Gem Seeburg, Marbleglo	149.50
2 Regal Seeburgs, Marbleglo	159.50
1 Mills Throne of Music, Marbleglo	120.50

We Buy, Sell, Trade. What Have You? If what you want is not listed, write us your needs. TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

STERLING NOVELTY CO.

669-671 South Broadway LEXINGTON, KY.

CONSOLES

MILLS FOUR BELLS	$295.00
MILLS JUMBOS, C. P.	99.50
MILLS JUMBOS, F. P.	99.50
BALLY CLUB BELLS	275.00
JENNINGS SILVER MOONS	135.00
PACE REELS COMBINATION	125.00

ROY McGINNIS COMPANY

2011 MARYLAND AVENUE BALTIMORE, MD.

COMPLETE LINE OF

ARCADE MACHINES

New and Factory Remodeled GUNS, BASEBALL, ATHLETIC, FORTUNE TELLING, ETC.

MIKE MUNVES CORP.

520 W. 43RD ST. NEW YORK

WANT TO BUY FOR CASH

PENNY ARCADE OUTFIT

BOX 335, The Billboard, 1564 Broadway, New York

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HOUSTON . . . *Largest Texas city led U. S. in industrial expansion in 1941 . . . Coin machine gains make comparisons ridiculous*

FIFTH IN A SERIES OF TRADE SERVICE FEATURE CITY MARKET REPORTS

Houston led all cities of comparable size in the U. S. in industrial expansion during 1941. The industrial growth for that period equaled, perhaps excelled, the 50-year period preceding. Defense projects and the war, together with the sudden realization that Houston possesses ideal industrial climatic conditions, fair priced and plentiful real estate and excellent transportation facilities (water, rail, highway and air) might be given as reasons for this unprecedented expansion. Certainly the first two reasons named are largely responsible, yet most of the industries are of a permanent nature rather than "only for the duration."

Industrial investments in the metropolitan area, which includes the ship channel, totaled approximately $600,000,000 at the end of 1941. Additional contracts which will be completed before the end of 1942 will add another $200,000,000.

Pay Rolls Up 100%

Pay rolls were increased 100 per cent and wages showed a 25 per cent increase over 1940. Salary and wage income was about $1.07 per family higher in Houston than any other city of comparable size in Texas. Outstanding Houston industrial news in 1941 was the sudden rise of shipbuilding, which, despite the fact that Houston ranks third as a port, has heretofore been only a minor industry. Shipbuilding in 1941 was second only to oil, and Houston has long been regarded as the world's largest oil producing and refining center.

Excellent wages for permanent employment have naturally held other lines of business up to a high production level. Figures on amusement, real estate, home building, retail sales, bank deposits, bank clearings, life insurance, water, light and telephone connections reached new high points in 1941.

High wages and the 40-hour week have been a boon to all types of amusements and sports as well as retail sales. Security of a permanent job, a better than living wage and two days a week of leisure do not encourage hoarding.

Good for Coin Machines

1941 was also a banner year for most lines of the coin machine industry. Sales, particularly on phonographs, records and counter vending machines, were so far ahead of any previous yearly periods that comparisons become ridiculous. One major phonograph distributing company sold more machines during the first quarter of 1941 than for the entire year of 1940. The next quarter showed a slight increase, and the third quarter a substantial gain.

> ## *Gusher of a Town!*
>
> **Houston Trade Area has:**
>
> **World's largest oil producing and refining center.**
>
> **World's largest sulphur mines (90 per cent of world's supply).**
>
> **World's leading inland harbor and port.**
>
> **Nation's largest naval air training base at Corpus Christi.**
>
> **Texas A & M College, which leads the nation in number of commissioned army officers trained.**
>
> **Dow Chemical Company, Freeport, nation's leading producer of magnesium.**
>
> **Nation's largest Tiolene plant at Baytown.**
>
> **Nation's leading tin smelter, which will soon be completed at Texas City.**
>
> * * *
>
> **Note: Latest trade estimates place the number of pin games in Houston at 2,000; the number of phonographs at 2,500.**

Wholesale record distributing firms, in reporting the best business of all time, gave considerable credit to home-owned phonographs. The policy of advocating clean records for coin-operated phonographs has already paid big dividends for the distributor in a rather unexpected manner. It has been proved that many people after hearing a number on an automatic phonograph buy the record for their home phonograph. (Fact brought out by a survey of how home phonograph owners select records: customer getting name of "record now playing" from waitresses and car hops; mentioning where they heard record to retail salesman.)

Phonos Tops

Legal operating equipment was practically free of local taxes last year except in one instance and that was a tax aimed directly at machines later declared illegal. No State or local taxes are collected on games of less than 5-cent play. Penny counter games, scales and arcades did well. Highest volume of business was on phonographs.

Cigarette machines had their best year despite the fact that most chain stores, many liquor stores and even some filling stations have a lower price on all popular brands.

Declaration of war caused no panic in the industry; only abandonment of many future plans. After three months the future does not seem as bad as on December 7. Many changes and adjustments have been necessary, but it now appears as if most lines will continue in business even if on a decreased scale. Only one local phonograph distributing office has been closed to date.

Coin machine dealers are taking on other lines to supplement their business. Harder work, future planning and more attention to business were three sentiments expressed by as many prominent local distributors.

Operators have not as yet suffered severe business reverses. Most of them were well supplied with equipment and many welcome the opportunity of putting some of the old stuff back into service.

Saving tires is the main problem at present. Individual and collective plans for cutting down location calls are in the making. A central exchange maintained on a co-operative basis has been mentioned several times.

Boldt Shows Cabinet Line

NEW YORK, April 11 (MR).—K. F. (Ben) Boldt, general manager of Charm Music Cabinet Company, had a showing of the firm's line at the Hotel New Yorker. Operators and distributors gave the firm's product an enthusiastic reception, it is reported.

"Our 1942 line is one of the most complete ever presented," Boldt explained in an interview. "We have always believed that route insurance can only be obtained by maintaining up-to-date music equipment. We believe that our cabinets achieve this purpose and thus contribute to holding a location. Our cabinets make it possible for the operator to keep his equipment at maximum earning levels.

"We have been complimented by members of the trade for the attractiveness of our cabinets. Everything possible has been done to make certain that the cabinets have earning power appeal so that operators can re-establish the value of their music machines."

Berger Is Tri-Way District Manager

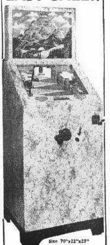
NEW YORK, April 11 (MR).—Archie A. Berger, Philadelphia, has been appointed district manager for Tri-Way Products Company's Singing Picture illuminated speakers, covering the States of New Jersey, Pennsylvania, Delaware and West Virginia.

"Archie's appointment came as the result of sales work he has done in Pennsylvania and Delaware," it was reported, "and he will now also give his attention to New Jersey and West Virginia. His sales of Singing Pictures in the first two States has helped many music operators there."

Berger, with offices at 400 North Broad Street, Philadelphia, said: "This appointment will give me a greater opportunity to be of service to music men. Location owners have approved the picture speakers, while operators have come to know that the better tone diffused thruout the location actually makes perfect sound systems of their present automatic music equipment.

"Whether used with phonographs, wired music or remote-control systems, the Singing Pictures have proved themselves the finest illuminated auxiliary speakers. Movie machine operators have also swung over to these speakers."

LAST CALL..



Size 70"x22"x27"

MOUNTAIN CLIMBER

This is your last chance to get Mountain Climbers. This large, beautifully styled game with an electric light-up back board will soon be completely "sold out."

Write, 'phone or wire your order today.

GROETCHEN TOOL CO.
130 North Union Street Chicago, Illinois

SUPER SPECIALS

F. P. UNITS COMP. — RAILS AND LEGS REFINISHED.

5-BALL FREE PLAYS

Anabel	$19.50	Hi Hat	$37.50
Big Chief	21.50	Hi Stepper	20.50
Belle Hop	39.50	Horoscope	30.50
Big League	17.50	Jungle	57.50
Big Show	16.50	Landslide	10.50
Bosco	62.50	Legionnaire	45.00
ABC Bowler	39.50	Polo	21.50
Box Score	13.50	Rotation	14.50
Congo	27.50	Spot Pool	49.50
New Champs	64.50	Stars	27.50
Capt. Kidd	47.50	Star Attrac.	43.50
Click	54.50	Score Card	16.50
Convention	19.50	Sky Blazer	39.50
C. O. D.	11.50	Summer Time	24.50
Cross Line	21.50	Snappy	41.50
Double Play	29.50	Stratoliner	28.50
Dude Ranch	19.50	Super Chub	30.50
Fantasy	12.50	Ten Spot	32.50
Fox Hunt	21.50	Towers	61.50
Five & Ten	54.50	Tex. Mustang	47.50
Formation	15.50	Vacation	16.50
Gun Club	47.50	Victory	78.50
Hi Dive	38.50	Yacht Club	17.50

Write for List of 1,000 Others.

SILENT SALES
635 "D" ST., N. W., WASHINGTON, D. C.

Mills

THE GREATEST NAME IN COIN-OPERATED MACHINES

You are invited to submit your inquiries and problems to the house that has served you steadfastly for fifty-three years.

MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO

MILLS 4 BELLS
$300.00
KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon Sts., Philadelphia, Pa.
Baltimore Office:
631 W. North Ave., Baltimore, Md.

"ECONOMIZE WITH ECONOMY"

WRITE FOR OUR NEW FREE CATALOG TODAY FEATURING ALL PARTS AND SUPPLIES!!

Compare our prices for Bulbs, Fuses, Rubber Rings, Balls, Plunger Tips, Coin Chutes, Coin Slides, Locks, Collection Books, Tools, Wire, Fustats, Plunger Rods, etc., etc.

Complete Stock of Coils.

ECONOMY SUPPLY COMPANY
631 TENTH AVE., NEW YORK CITY (Phone: Circle 6-8652)

BARGAINS FROM DAVE MARION

Pikes Peaks, Brand New, Original Cartons, 1 @ $18.50; 3 @ $16.50; 5 or More $15.50 Ea.
Many Other Late Counter Games, $9.50 Up
Will trade Wurlitzer 412-616 for Slots.
3 Exhibit Rotarys, Orig. Crate, Brand New $275.00

Slot Stands, New	$ 3.00	Batting Practice	129.50
Air Raider	122.50	1¢ Q. T.'s	34.50
1¢ Chrome V.P.	32.50	Mercury De Luxe	12.50

1/3 Deposit, Draft or Money Order.

Write for Complete Bargain List.
MARION COMPANY. Wichita, Kansas.

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Associated Press Survey Adds Credit to Industry

•

Lists coin machines among important trades that convert to war production

•

In an *Associated Press* survey, recently released, on the conversion of civilian industry to war production, the coin machine industry was listed among the 11 major industries that had recently converted or were in the process of conversion, to war production. The survey listed the normal volume of the industries in peacetime and also the normal employment. Other industries listed in the group included washing machines, refrigerators, typewriters, etc. In fact, the coin machine industry had a double listing, under the heading of Vending Machines and again as Juke Boxes. Newspapers in all parts of the country using AP services featured the report, some as a front-page news story. It was important recognition for the industry, placing it among the many useful industries in the United States.

The survey in its entirety was an encouraging report on American industry and its efforts to turn out materials to win the war against the Axis.

The news report of the survey, as it was published in *The Baltimore Sun*, is as follows:

Associated Press Survey

Industries with peacetime sales aggregating more than $5,000,000,000 and employing nearly 750,000 workers are on the road to conversion to war production.

A survey today—15 weeks after Pearl Harbor—showed 11 major lines of civilian production already under conversion or drastic curtailment orders from the government.

At the diction of the War Production Board, most have this choice—they must change over to manufacture of arms and munitions entirely or disappear from the industrial picture for the duration of the war.

In War Production

The following industries or commodities have already been "tagged" by the War Production Board, according to the Associated Press survey, for conversion to war production or drastic curtailment of output:

	Peacetime Business	*Employment*
Typewriters	$ 150,000,000	15,000
Washing machines	96,985,000	71,000
Refrigerators	280,000,000	36,000
Radios	240,000,000	30,000
Business machines	250,000,000	43,000
Automobiles	3,630,000,000	510,000
Electrical Appliances	60,000,000	16,000
Vending machines	10,000,000	3,000
Musical instruments	50,000,000	15,000
Vacuum cleaners	85,000,000	12,000
Juke boxes, etc.	100,000,000	10,000

Eight Millions in War Jobs

In total the war effort now is employing almost 8,250,000 persons, but most of these are in shipyards, aircraft and munitions plants and ordnance works, are building cantonments and defense plants, or working for individual companies which have war contracts but which are not handled by WPB on an industry basis.

Most of the converted civilian plants will require thousands of workers in addition to those on their present pay rolls.

Sharply significant to civilian consumers, who must forego more and more comforts and luxuries as the war progresses, is the fact that many of the industries already being converted fall within the "consumer durable goods" classification, such as refrigerators, radios and washing machines.

Typewriters, electrical appliances, musical instruments, vacuum cleaners and "juke boxes" also are due to go out of production to conserve scarce materials for war industry.

Progress Data Incomplete

Statistics on actual progress of the change-over are incomplete, but present reports indicate, for example, that the conversion of the radio industry should be 95 per cent completed by June 30, under a burden of some $2,000,000,000 in military orders.

Washing-machine production must halt on May 15, and the industry is reported well on the way to conversion, manufacturing a variety of war goods ranging from bomb-fin assemblies to anti-aircraft machine-gun mounts.

Refrigerator companies must close down civilian production April 30, with the probability that the industry will undertake large orders for searchlights.

For Shells and Plane Parts

Production of vending machines must stop April 30 and officials reported that about half of the industry eventually would be manufacturing shells, shot and plane parts. The juke box industry, due to go out of production May 1, will make parts for bomb sights, shells and gun targets for planes.

The typewriter industry, well equipped and capable of prompt conversion, will emphasize production of small arms ammunition, rifles, pistols and fire control instruments.

Production Index Rises

The Federal Reserve Board reported that its adjusted index of industrial production rose two points during February and the first half of March to 173 per cent of the 1935-'39 average.

Activity in the durable goods industries—where most of the arms production takes place—accounted for the advance, with output in the non-durable goods and mining industries holding around the levels reached last autumn.

The board commented that conversion of automotive plants to armament production "is apparently being effected much more rapidly than had been anticipated earlier."

"You Name It-Atlas Has It"--New Slogan

CHICAGO, April 11 (DR). — "You name it—Atlas has it" is the new service slogan of the Atlas Novelty Company," state Eddie and Morris Ginsburg, officials of the firm. "We believe we have just completed one of the biggest buying programs ever consummated by any distributor.

"We stretched our buying power to the limit and are glad to say that operators can now send us orders with confidence that they will be filled at once.

"Our parts department, under the able supervision of Harold Pincus, continues at full speed. We try to keep a complete parts departments; our customers have become accustomed to 24-hour service on parts for all types of equipment.

"Our display rooms have been rearranged to offer greater convenience to our visitors in viewing phonographs, pin games, skill games and all other equipment."

Newspaper Hits Council

HOLLYWOOD, Calif., April 11.—A local newspaper, in its issue of April 2, severely criticized the County Board of Supervisors for extending another year the effective date of banning pinball games up to 1,000 feet from schools. This same restriction has already been delayed one year and evidently is a serious local question. The majority of supervisors are favorable to the operators but John A. Ford, a pinball crusader, seems to be trying to stir up trouble for operators.

DETROIT'S NOTED CHOP HOUSE has installed a Wurlitzer Model Selective Organ Speaker to augment its Wurlitzer phonograph. Installed on the wall at the end of the room, the speaker has stimulated phonograph play, says the location owner. (MR)

BALLYHOO JUMBO BUMPER FAIRGROUNDS ROCKET SPOTTEM GRANDSTAND FLEET AIRWAY HIGH-HAND

As in the glamorous PAST
and the perilous PRESENT
the history-making games
of the glorious FUTURE
will be built by BALLY

BALLY RESERVE RAPID-FIRE CLUB-BELLS PREAKNESS

SEE YOUR DISTRIBUTOR FOR NEWEST BALLY HIT!

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS

WHILE THEY LAST
STOCK LIMITED

MILLS Empress $182.50
MILLS Empress With Adapters 220.00
Can be used on 4 or 30 Wire Wall Boxes
MILLS Throne of Music 134.50
24-Record Mechanism in Metal Cabinet for Hide-Away Installation 237.50
Can Furnish 30 Wire Cable for Any of the Above

MILLS PANORAMS $350.00
LIKE NEW, USED ONLY A SHORT TIME

FILMS for SOUNDIES or Any Coin Operated Film Machine. Each 37.50
EVANS Ten Strike. Each 45.00
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Jennings Preparing For War Production

CHICAGO, April 11 (MR).—"We are glad to be able to help Uncle Sam win the war," stated Leo J. Kelly, vice-president of O. D. Jennings & Company, discussing current moves the firm is making to clear its factory floor of coin-operated machines so that it may go 100 per cent in war production.

"But our loss in making coin machines will be the gain of operators who will obtain the last of the Jennings models at bargains," he said.

"We are offering several complete sets of our Telephone Music and also parts and supplies for phonographs. Production quotas on our bottled beverage dispensers, bottled milk dispensers, Cigarolas and Totalizers will be completed the latter part of this month. After that we will not manufacture any coin-operated equipment until after the war.

"A limited stock of book venders and packaged nut venders are included in the machines we are disposing of."

States Losing Revenue

The rationing of tires, gas, sales of cars and trucks is already starting State governments to looking for new sources of revenue. By far the largest revenue producer for all the 48 States has been the taxes on cars, gas and also gasoline stations. The total revenue for all the States last year is estimated at nearly one and one-half billion dollars. Automobile revenue is twice the revenue from States sales taxes, three times the revenue derived from business licenses and so on. As this revenue drops it is very natural that all the States must begin at once to look for new sources of revenue. Just what sources they will tap next is one of the big problems facing State governments. Since most of the State legislatures meet in 1943, the first three months of that year will reveal many new legislative bills seeking to tax various business and enterprises.

Think Your Way Thru

By MAC CHURVIS

Grand National Sales Company, Chicago

What makes you think as you do about the war? What do you think of General MacArthur? What sort of opinion do you have of our President? The Senate? How do you size up Sir Cripps on this India business? Churchill?

Be honest now—write out your answers and then analyze them. Do you find that in each case your opinion is based on an accumulation of impressions? Did you write what somebody said—some rumor that was given out currently—and that your opinions are not based on cool, logical reasoning from definitely established facts?

It is no sign of inferior intelligence to have second-hand opinions. It is the way 90 per cent and more of us form our opinions and govern our actions.

There is no better time than now to make up our minds about one thing: conversation at its best will not win this war. There is entirely too much talk going on about how we ought to do this and that, and too much criticism of our leaders.

Yes, I believe in free speech just as you do, brother, but I'll be damned if I'm going to exercise my full rights if it's going to mean the death of some of my countrymen. So keep a stiff upper lip and add 10 more minutes to each hour as your contribution for the love of America.

Movie Houses Up in '41

NEW YORK, April 11.—*The Film Daily Yearbook* in its tabulations of movie houses and theaters for the year 1941 shows that there was a total of 17,919 theaters in operation on January 31, 1942. The total number of cities and towns having movie houses is 10,013. The average daily attendance per theater is 500. New York State heads the list with 1,438 theaters and Pennsylvania ranks second.

Send Us War Names . . .

President Roosevelt in a recent press conference said that the country needed a new name for the present war which is commonly called World War II.

Newspapers in all parts of the country have been urging their readers to submit names for the war which will later be submitted to President Roosevelt.

The suggestion is made to our coin machine readers that they might submit names to The Billboard. Address your suggestion to the Coin Machine Department, The Billboard Publishing Company, 155 North Clark Street, Chicago. If you have already submitted names or ideas to your local newspapers or any other agency, we suggest that you also send us a copy or repeat your suggestions to us so the coin machine industry will get full credit for it. Your local newspaper no doubt has given full information on reasons for desiring a name for the war and has also offered suggestions.

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Paces Reels, 25¢	1175.0	1938 Mills 1-2-3	22.50	O'Boy	14.00
Jumbo Parade	109.50	Sport Page	44.50	Pickem	14.00
Paces Races, Black	79.50	Gold Cup	44.50	Pellet	14.00
Derby Day, Slant Top	34.50	Victory	37.50	Punch	14.00
Derby Day, Flat Top	29.50	Preakness	22.50	Vogue	14.00
1938 Kentucky Club	47.50	FIVE BALL FREE PLAY		Chevron	14.00
Hawthorne	47.50	Commodore	$14.00	Scoop	14.00
5-10-25¢ Blue Fronts, over 420,000	100.00	Spottem	14.00	Keen-a-Ball	14.00
				Super Six	14.00
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Marble Board License Law Should Either Be Enforced or Repealed

(An Editorial From The Houston Post)

MAY 19, 1937, during the Fonville administration, the city council of Houston passed an ordinance fixing fees for licenses for the operation of coin machines, including marble boards. The paragraph relating to marble boards says: "A fee of $15 where the coin, fee or token used, or which may be used, in the operation thereof, is one of the value in excess of one cent and not exceeding five cents, or represents a value in excess of one cent and not exceeding five cents."

Under that ordinance the license fee for the operation of a marble machine that requires a nickel for playing is $15 per year.

It is estimated that there are 1,200 marble boards operating in the city. If the license fees were collected on each of these, the revenue accruing to the city would amount to about $18,000 annually.

That ordinance has not been repealed.

Until it is repealed, it is the duty of the city tax office to collect the license fees, and it is the duty of the city council to see that the ordinance is enforced.

The question of whether it is good policy to permit the marble machines to be operated is something else. If the council does not think the machines should be allowed to be operated, then its obvious duty is to repeal the ordinance.

Since when did it become either legal or sound public policy for the city council to make a dead letter of one of its own acts by merely acquiescing in non-enforcement? The council is on dangerous ground in its present attitude toward marble machines.

As for the question of whether or not marble machines should be permitted to operate in Houston, there is, of course, a difference of opinion among the people. The main objection, as everyone knows, is based on the assumption that they are used largely for gambling purposes.

The truth of the matter is that the machines in use thruout the city are not per se gambling machines. They are not equipped with facilities for paying off anything, neither merchandise, money, nor even slugs or tokens. The pay-off machine is obsolete here.

Where there is gambling with the boards, as there very likely is in some places, it is a matter between individuals playing the boards, or between players and those maintaining the machines.

If rumors are correct, there is gambling at football games, baseball games, domino games, and in fact, almost everywhere contests are staged. But nobody suggests smashing up the stadiums or throwing checkerboards or dominoes into the fire.

It is the job of the police to suppress gambling everywhere, and it is the job of the tax office to collect taxes that are duly levied by constituted authority. Police have ample legal authority to pick up marble machines so equipped with pay-off apparatus as to be gambling machines per se, and they should do so, as a matter of law enforcement. Machines that do not come into that class should be let alone, and the council should enforce the license law on them or repeal the law.

In the meantime, it is well not to forget that the State is collecting $30 per year on each of the 1,200 marble machines alleged to be operating in Houston, while the city lately has been getting nothing.

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MOVIE MACHINE REVIEWS

Program 1060

Produced by RCM Productions, Inc. Released by Soundies Distributing Corporation of America, Inc. Release date, March 23, 1942.

There's plenty of sock entertainment in this series of eight subjects. Most of the shorts are tailor-made to get plenty repeat play. There's lots of variety, too. *Chool Song* and *Clink Clink* are the standouts.

MARK PLANT, aided by the Phil Neely trio, contributes his best Soundies performance in the current patriotic hit *We Did It Before and We Can Do It Again.* Plant's powerful physique, fine voice and evident seriousness of purpose make this patriotic ditty unusually convincing. Quartet of beauties and drum majorette's double-baton bit are eye-fillers.

THE MELLOWAIRS' *Lullaby in Swing* is a well-produced short with a certain down-to-earth flavor that glosses over its few shortcomings. Setting is a rooming house where the hero serenades his heroine and is joined in song by the rest of the roomers.

STAN KENTON and his band in *Reed Rapture* will prove an interesting instrumental novelty to followers of popular music, but may prove a bit over the head of the average tavern patron. Number, written by Kenton, features a sax-septet thru most of the footage, with a few moments of Stan at the piano.

KING'S MEN, with the champ jitterbug team of Collins and Collette, in the crazy double-talk song called *The Chool Song*, is a masterpiece of direction and production. In an 18th century drawing room setting, garbed in powdered wigs et al., the King's Men sing the song while Collins and Collette turn a stately minuet into a hot j-bug routine. Excellent entertainment from any angle.

OUTLINE OF JITTERBUG HISTORY is a production short of so-so merit in which the evolution of the jitterbug is traced from the caveman thru the days of the minuet, the barn dance, 1912 on up to now. Whitey's Lindy Hoppers contribute the 1942 version. Stan Kenton's band supplies off-stage music.

SPIKE JONES and his City Slickers in *Clink! Clink! Another Drink!* are featured in a short expressly styled for tavern consumption. A Gay '90s barroom is the setting. Tune is definitely of the "makes you wanna sing" type and short should have no trouble in getting patrons to respond to the invitation to join in the final chorus. Plenty of comedy and entertaining bits of business in this. Should get heavy repeat play, especially in taverns.

SUGAR KANE warbles the perennial *Story Weather* in torchy fashion. Miss Kane's artificial appearance sounds a false note, but the popularity of the song itself will be powerful enough to get it plenty of plays.

GINGER HARMON and the Mercer Brothers don South American garb for *Tico Ti-Tico Tu.* Ginger sings well and the nimble Mercer boys contribute a fast dance routine. There's also a conga line of good-looking gals in at the close.

Program 1061

Produced by Minoco and RCM Productions, Inc. Distributed by Soundies Distributing Corporation of America, Inc. Release date, March 30.

A fair-to-middling program that can be counted on for only average play on the machines. A few of the shorts climb into the "good" bracket, but most are just at the "fair" level. Plenty good-looking gals serve as scenery in these.

VAN ALEXANDER and his orchestra, LEW HEARN and PHYLLIS KENNY, with some shapely hassles, don Western garb to render *Deep in the Heart of Texas.* All work hard, but the script, production and direction are weak. Such a stand-out hit tune deserves better handling. Result is only fair entertainment despite the tune's popularity. (Minoco.)

MARY JANE WALSH does her usual fine job in singing *As Mabel Goes, So Goes the Navy.* An experienced and talented performer, Miss Walsh gets the most out of the tune as "Mabel," a nifty looker, charming gob after gob in her conquest of hearts. (Minoco.)

CLAUDE THORNHILL and his band give the comedy fave *Where Has My Little Dog Gone?* novel treatment. Band short is illustrated with six good lookers parading mechanical pooches past fire plugs, etc. (Minoco.)

JEAN PORTER and LARRY STEWART, youthful singing duo, please in *Two Pair of Shoes,* aided by clever production that utilizes the song as a theme to add unity and coherence to the bit. Part of the action takes place in a shoe store where a bevy of beauties are being fitted for shoes. Result is plenty of interesting leg art. (RCM.)

CAB CALLOWAY contributes the most entertaining short on this bill with his singing of the novelty *The Skunk Song.* Lyrics are humorous and Cab socks them across with his usual facial gymnastics in true showmanly fashion.

MOORE AND REVEL with background music by the Dixieland Jazz Band act out the oldie *Frankie and Johnny* in corny slapstick that fails to ring the bell. Lifeless manner in which the song is sung doesn't help either. (Minoco.)

SUNNIE O'DEA, with TOMMY REYNOLDS and his ork, work hard in *Farewell Blues,* but short is not as effective as it might be because of the poor comedy sequence in which two zany porters struggle with Miss O'Dea's trunk. Scene is a railway station with Miss O'Dea getting a send-off from friends. She does a neat tap routine and Reynolds's men play well but the porter bit should have been eliminated. (Minoco.)

GINGER HARMON AND HARRY BARRIS, with music by Stan Kenton's crew, in *Drink to Me Only With Thine Eyes* is fair enough but not up to usual RCM standard. Harry tries to get his girl friend to take a drink, she don't wanna, finally consents, gets stinko, sobers up and then tells Harry henceforth to "drink to me only with thine eyes." (RCM.)

Program 1062

Produced by RCM Productions, Inc., and Minoco. Released by Soundies Distributing Corporation of America, Inc. Release date, April 6.

An average program, dominated by bands from the Minoco studios and production from RCM. Each short has same name value that will help get patron dimes.

SHEP FIELDS finally gets the opportunity to display his all-reed band in *Somebody's Rocking My Dreamboat.* Naval in atmosphere, the boys do a good job on this pop tune, with a vocal by KEN CURTIS. Shep looks well and the fans get more than a passing glimpse of him. (Minoco.)

RONNY KEMPER, once the well-known vocalist with Horace Heidt, stands on his own in a production short labeled *Knit One, Purl Two.* Plenty of femme leg work in a theme that has a patriotic angle. The sweater girls are cute, sexy and should prove popular dime nabbers. (RCM.)

THE FOUR POLES, teen age musical act from the West Coast, are introduced by DON WILSON, the Jack Benny program announcer, and continue on their own in a versatile arrangement of *Miss You.* An okeh musical brevity. (RCM.)

TONY PASTOR and his swing band give out with *Let's Do It,* which has both campus and naval backgrounds. Not much sense to this one, but Pastor's personality is forceful enough to go over with his fans. (Minoco.)

OZZIE NELSON is featured in a straight band short, singing *Somebody Else Is Taking My Place.* One of the few RCM productions that do not concentrate on production angles. Will be liked where Nelson is known and popular. (RCM.)

BUDDY ROGERS and MARVEL MAXWELL make a nice romantic pair in the cleverest bit on the program. They pair up vocally for *Dreamsville, Ohio,* in which they are seen as band leader and fem warbler dreaming of themselves in a small, peaceful town. Carried out logically and entertainingly. (RCM.)

CLAUDE THORNHILL, piano-playing leader with a personality that comes thru the camera unblemished, lends his boys in *Somebody Nobody Loves.* Features include some fine finger work by the leader and a good vocal by the attractive Lillian Lane. (Minoco.)

MAXINE SULLIVAN, the motionless colored singer, lends fair vocal punch to *Some of These Days.* Ditty is not exactly suitable for her brand of singing, but is familiar enough to please the average movie machine trade. (Minoco.)

Program 1063

Produced by RCM Productions, Inc., and Minoco. Released by Soundies Distributing Corporation of America, Inc. Release date, April 13.

This short just about strikes par, a couple falling below the beam while an equal number above average. The girl angle is prominent in most of these shorts, so the males should not regret the dimes it will take to see them.

KAY LORRAINE, vocalist, aided by MERLE PITT and the FIVE SHADES OF BLUE, good musical outfit, interpret *I Don't Want To Walk Without You* in the background of a farewell fraternity dance. Action does not always keep in time with the theme of the song, but the short is okay pictorially and vocally. (Minoco.)

DON WILSON, the well-known radio announcer, introduces several new dancers in a production short called *A String of Pearls.* The gals are seated on a staircase setting and, individually, display their respective and varied dance talents. Dancers, all attractive, include JOY WILLIAMS, CELE KIRK, VIVI BROWN, COLLEEN HANSEN, SALLY LYONS and BILLIE MAYSHELL. (RCM.)

OZZIE NELSON and his orchestra play a tune that has been recognized with the Nelson trademark: *I'm Looking for a Guy.* The novelty is interpreted vocally by both Nelson and his new, cute vocalist LORRAINE ELLIOTT. While the bandstand setting is retained thruout, good direction keeps the short interesting. (RCM.)

NICK COCHRANE, the MERCER BROTHERS and TOM HERBERT (Hugh Herbert's brother) act silly in something nonsensical called *Eggs Dugga Phft.* This is supposed to be a ditty sung by Cochrane, who attends an amateur party conducted by Herbert. The Mercers do a few of their eccentric dance steps. (RCM.)

DOROTHY CORDRAY and JIM MERCER have an attention-holding scene in *If He Can Fight Like He Can Love.* The title itself is exploitable and Miss Cordray's vocal treatment does it justice. One of the Mercer Brothers has a dance bit here as a screwy sailor. (RCM.)

PAUL WHITE and ARTIE BRANDON, Negro entertainers, appear in the best of the group, entitled *If the Walls Keep Talking.* It has the setting of a haunted house and is dotted with funny horror bits. An offstage voice sings the tune, while the couple interpret the action. (RCM.)

PHYLLIS KENNY, LEW HEARN and ANNE MACE are involved in *Sometimes,* a currently popular tune. The production is bad and the beach scene has no rhyme nor reason. VAN ALEXANDER and band (not seen on the screen) furnish the music. (Minoco.)

CINDY WALKER, mountain song specialist, does a great job on *I Don't Trust the Men.* She recalls a melodrama incident with a man which is re-created while she warbles away. Interesting. (RCM.)

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Really Tough

By DeWITT (DOC) EATON

Eastern Regional Director, Buckley Music System, Inc.

Sure things are tough, but, we're tougher. We who are engaged in the coin machine business have been thru a lot of tough and trying periods in our time. We have seen towns go down and we have seen machines, in which we placed all our faith and all our cash, fail miserably. We have had to contend with small-time politicians, with raving reformers and with a lot of other people who tried to push us out of business.

Things are tough. We admit it. But this is still the grandest and the greatest of all businesses. It's still the one business all of us want to be in. It's the kind of business we like—just because it's tough—and because we know that we're tougher and we'll weather it all thru. We are 100 per cent all-out for our country. One hundred per cent all-out to do everything that we can to help our country. We're tough—that's why we stick and that's also why we go right ahead changing from one thing to the next and doing everything we possibly can to make this the greatest business of all.

Think Back on Achievements

This isn't the time to get weak, worried and frightened. This is the time to think back on our many achievements. To remember other tough periods that we weathered. To recall the days when we didn't know from one minute to the next whether we were still in business. To reminisce for a moment. Think back. Remember how we pulled out of those trying conditions and hit the top every time? We always came out with flying colors. We'll do it again. We must do it. We're tough enough to do it and we're out to prove to the cockeyed world that they can make things just as tough for us as they want to make them—but that we're a whole lot tougher than anything they can throw at us.

Let's work together, pull together, co-operate with each other and help out the other fellow. Let's work in close harmony for our country. Let's buy bonds. Let's pledge ourselves to give part of the proceeds of our machines to the needy causes that are arising and will continue to arise as the war goes on. Let's do everything in our power to do the right thing by our government in this time of stress. But let's not weaken for a moment. Let's not let them think they're got us licked. Let's go all-out being tough as we ever were to continue just like we always did.

Position Is Unique

We, in the coin machine industry, are in a unique position. Our entertainment will help everyone now engaged in this war. Our music will certainly prove itself invaluable to the nation as a whole. Our own spirit, our own optimism, our own will to continue—our toughness—will help everyone everywhere to realize that we are an industry wanting to go ahead, that will go ahead, that must go ahead and endure whatever may come during this war—to be there in all our glory at the finish—ready to go ahead faster and farther than we did before.

Sure, we know things are tough—but, by golly, we're tougher. We're the kind of tough people that nothing ever knocks out. We're champions in our own way. Let's carry on. Let's keep going—with a smile on our faces and with courage in our hearts. Let's prove to everyone that we are here to help in our way to make things easier for all. We are doing everything in our power to help people enjoy themselves.

Tough? Sure things and times are tough. Remember, WE'RE TOUGHER!

Gas Stations Off Due to Rationing

Gas stations may be thinning out considerably due to restriction on tires, gas and the sales of new cars, according to a recent report by *The Wall Street Journal*. This closing down of gas stations will affect locations for coin machines considerably since many gas stations in cities and on the highways had coin machines, including candy bar venders, gum and nut venders, and soft drink venders. Of still more importance to the coin machine trade are the number of highway eating places which also sold gas as a means of continuing business. As highway traffic and tourist travel decreases, many of these eating places will also have to close. The highway eating places were favorable locations for phonographs, games and vending machines. Any decrease in these types of locations will affect the coin machine trade.

At the same time that highway travel may be decreasing they are setting up thousands of new small eating places near army camps and industrial plants and this increase may offset all the losses due to decreases in travel by auto.

Reports for the first three months of 1942 show that in the Chicago area more than 350 gas stations closed. About 10 per cent of the gas stations around Toledo have shut down since December 7.

Just before Pearl Harbor there were more than 400,000 retail gas outlets in the United States; many of these outlets, of course, had other lines of business like country retail stores and highway eating places. People in the gas business, of course, say that those that are left in the business will be greatly benefited by the closing of these stations since it will reduce competition. It is generally expected, however, that when the war is over there will be as many gas stations as ever and the locations will be revived for coin machines.

Shore Spots Favor Added Daylight Hour

ASBURY PARK, N. J., April 11.—Concessionaires and other resort business men are fully in favor of advancing clocks another hour in addition to the wartime boost, according to a survey of local spots. It is felt that the extra summertime hour would provide daylight until nearly 10 o'clock and offset effects of blackouts.

The local city council is expected to approve a petition to the State Legislature regarding the added summer hour. The city governments of Atlantic City, Ventnor, Margate, Longport and Brigantine are also being petitioned to advance clocks an hour ahead of other communities.

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1 Exhibit Sun Beam	42.50	1 Daval Penny Pack Dinder	9.50
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2 Gottlieb Horoscope	49.50	1 Mills Q.T. Light Cabinet, Like New, 5c Play	35.00
1 Keeney Repeater	27.50	1 Western Tot	5.00
1 Keeney Red Hot	27.50	2 Viewascope 1c Picture Machines	17.50
2 Keeney Red Cap	27.50		
8 Keeney Super Six	27.50		

CONSOLES, CASH AND FREE PLAY			
1 Evans '37 Reg. Domino, #2641	$49.50	1 Mills Four Bell, SU, #811, 5c	$200.00
1 Evans '38 Reg. Domino, #2056	99.50	1 Mills Three Bell	600.00
1 Evans '39 Reg. Domino, #3971	125.00	5 Mills Free Play Venders	75.00
1 Evans Lucky Star	112.50	1 Pace Race JP, #6088, 25c Pay	230.50
1 Evans Ten Strike	67.50	1 Pace Race Red Arrow, #6182, 25c	235.50
2 Keeney '38 Skill Time	117.50	1 Pace Race Red Arrow JP, #6319, 5c	225.00
5 Keeney Kentucky Slant Head	125.00	1 Pace Race Red Arrow JP, #6414, 5c	250.00
2 Keeney Triple Entry	145.50	1 Pace Race, #5539, 5c	135.00
1 Mills Jumbo Parade, Blue Cabinet, Cash Pay, #3060	99.50	1 Pace Race, #5881, 5c	149.50
2 Mills Square Bell, CP	69.50	1 Pace Race, #5895, 5c	149.50
		1 Pace Reel Jr., 1c	29.50

SPECIALS
(Machines Used Testing Locations 15 Days)

5 Mills Four Bell, 5c, Perfect	$475.00	10 Evans Domino, JP Model, Like New	$459.00
10 Mills Jumbo Parade, Conv. Model, Like New	174.50	2 Jennings Silver Moon, Free Play	189.50
10 Mills Jumbo Parade, Blue Cabinet, Cash Pay	139.50	10 Check Separator Gold Award Columbia Bells	82.50
10 Mills Jumbo Parade, FP	127.50	Groetchen Columbia Bell, Rear Pay	57.50
50 Mills Box Stands, Brand New	13.50	Groetchen Columbia Jackpot	59.50
5 Mills Folding Stands, Brand New	5.50	14 Bally Grand Stands, Perfect	79.50
10 Keeney Super Bell, 5c Play, Convertible, Like New	229.50	2 Bally High Hands, Conv. Md., F.S.	189.50
5 Double Safes, Revolv-a-Round Base, Brand New for Slots	99.50	5 Watling Big Game, Cash Pay	99.50
		6 Buckley Steel Cabinets for 16-20-24 Record Phonograph Mechanism, New	32.50

NOTICE—WANTED TO BUY

100 Super Bells, 5c Conv. Model	50 Mills Four Bell Straight 5c Play and 5c and 25c Combination Play
100 Dominos Jackpot Model, 5c	50 Mills Three Bells, Late Models, Only High Serials
100 Mills Jumbo Parade, All Models, Free Play, Cash and Conv., 5c	100 Bally Reserves and Mystics
100 Sky Fighters and Air Raiders	

Give Serial Numbers and Lowest Cash Price, Guaranteed Condition.

"1/3 Cash Deposit Must Accompany Order, Balance C. O. D. Write and ask to be put on our mailing list. Above prices effective April 18, 1942."

MOSELEY VENDING MACHINE EX., INC.
00 Broad St., Richmond, Va. Day Phone 3-4511—Night Phone 5-5328

Hit that RED BALL!

ANOTHER HARLICH BOARD SENSATION!

New Action! New Appeal! Instead of tickets, jackpot has ½ inch colored balls that drop behind window when player punches them out. Red Ball takes top award. Big reverse number tickets. Large G. L. holes with wooden peg. Order Red Ball now and watch your profits climb.

NO. 11654 5c PLAY 1140 HOLES
TAKES IN $57.00 AV. PAYOUT $23.10
AVERAGE GROSS PROFIT . . . $33.90
WRITE FOR NEW CIRCULAR

HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO, ILLINOIS

OLIVE'S SPECIALS FOR THIS WEEK

Don't Overlook These Machines. Sold on Money-Back Guarantee.
WE ADVERTISE ONLY WHAT WE HAVE ON HAND FOR IMMEDIATE DELIVERY.

FREE PLAY GAMES

	Each		Each		Each
8 A.B.C. BOWLER	$55.00	2 GUN CLUB	$60.00	2 SPOT-A-CARD	$77.50
4 ALL AMERICAN	35.00	2 HI HAT	45.00	6 SPOT POOL	57.50
3 ARGENTINE	57.50	6 HOME RUN '42	50.00	2 STARS	35.00
3 ATTENTION	32.50	6 HOROSCOPES	47.50	2 TEN SPOT	42.50
3 BALLY BEAUTY	25.00	5 LEADER	25.00	2 THREE UP	50.00
4 BIG LEAGUE	20.00	2 LEGIONNAIRE	59.00	2 VACATION	16.50
5 BIG SHOW	19.00	4 MAJOR (Old Style)	15.00	2 VELVET	35.00
6 BIG TOWN	20.00	2 METRO	30.00	5 WEST WIND	47.50
2 BLONDIE	25.00	2 MIAMI BEACH	52.50	2 WHITE SAILS	15.00
2 BOLA WAY	57.50	2 ON DECK	18.00	3 WILD FIRE	40.00
2 CADILLAC	20.00	3 PAN AMERICAN	40.00	1 YACHT CLUB	22.50
5 CAPT. KIDD	57.50	6 POWERHOUSE	20.00	1 ZIG ZAG	52.50
5 CROSSLINE	27.50	2 PROGRESS	22.50	CONSOLES—FREE PLAY	
5 DOUBLE PLAY	35.00	3 ROTATION	15.00	6 JUMBO PARADE	$90.50
3 DRUM MAJOR	22.50	2 SALUTE	35.00	5 JUMBO PARADE (Factory Rebuilt)	119.50
2 DUDE RANCH	30.00	4 SEA HAWK	25.00	2 BALLY HI HAND	195.00
2 FOLLIES	17.50	2 SEVEN UP	32.50	1 BALLY CLUB BELL (Like New)	289.50
3 FORMATION	20.00	8 SHORTSTOP	20.00	CONSOLES—PAYOUTS	
2 FOUR DIAMONDS	45.00	2 SHOWBOAT	52.50	2 JUMBO PARADE	$92.50
4 FOUR ROSES	35.00	1 SILVER SKATES	35.00		
3 GLAMOUR	22.50	2 SNAPPY	55.00		

Every Machine Cleaned and Checked—Ready to Place on Location.
Terms: ⅓ Deposit, Balance C. O. D.
WRITE FOR OUR COMPLETE PRICE LIST, INCLUDING SLOT MACHINES.
WE CARRY A LARGE STOCK OF PARTS FOR ALL GAMES.

OLIVE NOVELTY CO. 2625 LUCAS AVE. ST. LOUIS, MO. (Phone: Franklin 3620)

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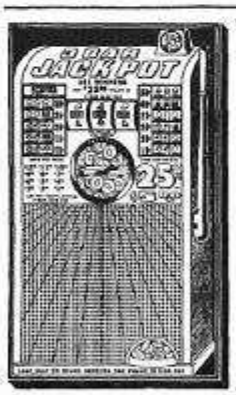
FOUR ACES
THE LAST WORD IN GAMES!
THE LAST GAME FOR THE DURATION!
WIRE YOUR ORDERS TODAY!
GENCO MFG. CO. 2621-27 No. Ashland Ave. CHICAGO · ILL.



3 BAR JACKPOT F-5240

1640 Holes — Takes in $82.00
Pays Out Average $48.69 — Av. Profit $33.31

PRICE $5.40 EACH

OTHER FAST SELLERS

1025 Hole, F-5280, Wonder 3 Bar Jack pot at $4.03
1200 Hole, F-5275, Horses at 5.80
800 Hole, F-5270, Pocket Dice at 2.80
720 Hole, F-5255, Pocket Jack at ... 2.75
600 Hole, F-5305, Royal at 3.13

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave. CHICAGO, U. S. A.

Seeburg Classic $174.50
Ray's Track 82.50
Eureka 39.50
Exhibit Stars 39.50
Mills Owl 94.50
Metal Typer $79.50
Gottlieb Schoolboys .. 39.50
Seeburg Marblette ... 189.50
Wurlitzer 24 Record Wood Cabinet 194.50
Wurlitzer 24 Record Metal Cabinet $144.50
Batting Practice ... 129.50
Pike's Peak 12.50
Ready for Immediate delivery—Bally Longacres, Exhibit Air Circus and Sky Chief.
Terms: One-Half Certified Deposit—Balance C. O. D.
AJAX NOVELTY COMPANY 4848 MT. ELLIOTT AVE. DETROIT, MICHIGAN

PENNY ARCADES
BETTER-EQUIPPED BY MUTOSCOPE★
1¢
★ No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAG, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY . . . IT'S AMERICA'S BIGGEST OPPORTUNITY!
Penny Arcade Headquarters Since 1895
INTERNATIONAL MUTOSCOPE REEL CO., Inc.
44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK

New Nickels Okeh For Chutes, But Will Turn Yellow

Since the government began to talk about changing the content of the nickel some months ago, coinmen have been gravely concerned about it and anxious to learn what metals would be used and in what quantities. A nickel with the wrong metallic composition for operation of coin machines could do immeasurable harm to the coin machine trade. Restrictions on materials would make new slots almost impossible to install; changes in old slots would be costly, even if enough skilled mechanics could be found to do the work.

If the metal content of a new nickel were such that new slots were the only answer, what would happen if a customer happened to have only old nickels in his pocket? Would coin machines have to have two chutes—one to receive new nickels and one to receive old nickels?

Discussions of the subject were conducted before committees in Washington at which coin machine manufacturers and their attorneys were present. Due consideration was given to the coin machine industry, altho no decision was made then nor has one been definitely made yet as to what metals shall or shall not go into the new nickels.

The first ray of hope for a coin not too drastically different from the old 5-cent piece was seen in a recent press release from Washington, reprinted here in full.

From The Minneapolis Tribune

"WASHINGTON, April 11.—For the new 5-cent pieces which will be minted soon, Treasury officials are experimenting with a manganese-copper combination which will have exactly the same electrical properties as the old nickel.

"The nickel is the chief coin used in slot machines. Many of these were precisely adjusted electrically to the old metallic composition which is now being discarded to save the vital metals—nickel and copper.

"The saving, in any event, will be considerable. In the 315,000,000 nickels struck in the last fiscal year a total of 1,303 tons of copper and 434 tons of nickel were used.

"It first was decided to make a 5-cent coin of half silver and half copper, thus eliminating all the nickel and one-third of the copper. Bureau of the Mint officials, however, admit that the formula is likely to be changed in view of researches now in progress with other compositions.

"Mint officials do not propose to call in nickels now in circulation for melting down. Such salvage would be extremely expensive.

"If original plans are adhered to, the new 5-cent piece will present few mechanical difficulties and require no change of design. The coins will present a bright, silvery color when newly struck, but experts say they will take on a yellowish appearance after they have been in circulation a few months."

Buying Brisk as Shutdown Looms

CHICAGO, April 11 (MR).—Al Stern, Monarch Coin Machine Company executive, reports that the past few days have been marked by heavy buying by operators in anticipation of the impending shutdown on new game production.

"Altho heavy inroads are being made on both our new and used game stocks, we have sufficient reserves to assure all of our customers a highly varied selection," Stern declared. "Our stock on hand, as well as that which is on order, includes games of every type and a large selection of phonograph equipment. Fortunately, we have not yet found it necessary to increase prices to any great extent and we are maintaining a price level on reconditioned equipment.

"The situation is bound to become more serious, and those operators who have not made their purchases in time will find themselves paying more for games. It is therefore advisable for all coinmen who intend to carry on their operations for the duration to insure against shortages and price rises by making selections now."

Roy Bazelon, company chief, reports the arrangements are progressing rapidly for the creation of a much more extensive service department to help operators maintain their equipment in tip-top working order during the shutdown period.

Gottlieb Keglers Two-Time Winners

CHICAGO, April 11 (MR).—The Annual Invitational Bowling Tournament sponsored by the K & B Bowling Center, Chicago, was dominated for the second consecutive year by the team representing D. Gottlieb & Company. Headed by Gottlieb's superintendent, Tony Gerard, and including Frank Kadal, Armand Marino, Joe Hehn and Al Votango, the Gottlieb keglers topped the tournament, walking away with a handsome cup which now repose proudly beside a similar trophy earned last year.

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NEW YORK ★ NEW JERSEY OPERATORS AND DISTRIBUTORS:
For
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NO TAX TO OPERATE
Penny Play
$29.75 Ea.
F. O. B. Chicago
BAKER NOVELTY CO., Inc.
1700 Washington Blvd. CHICAGO

This Week's Best Buys!

Mills 4 Bell, 4 Nickels, New	$450.00
Mills 4 Bell, 4 Nickels, Used	309.50
Mills 4 Bell, 3 Bd, 1 25c, New	550.00
Mills 4 Bell, 3 Bd, 1 25c, Used	369.50
Keeney Super Bell, New	290.50
Bally Club Bell, New	295.00
Watling Big Game, P. O.	114.50
Mills Jumbo Parade, Late P. O.	114.50
Mills Jumbo Parade, Late F. P.	114.50
Mills Jumbo Parade, Early P. O.	89.50
Mills Jumbo Parade, Early F. P.	89.50
Jennings Fast Time, F. P.	89.50
Jennings S. M. Tat., F. P.	179.50
Jennings S. M. Tat., P. O.	179.50
Pace Saratoga with Reels, P. O.	99.50
Pace Reels, P. O.	79.50
Exhibit Tailgate	39.50
Jennings Liberty Bell	34.50
Jennings Derby Day	34.50
Greetchen Sugar King	69.50
Mills Secure Bell	69.50
Rays Track	74.50
Pace Races, Shown	129.50

PAYTABLES & CONSOLES

Gang Nail, $89.50	Gold Medal or Gold Cup . $49.50
Grand Stand 79.50	
Pace Maker, 89.50	Sport Page 49.50
Thistledown, 69.50	
Hawthorne, 89.50	Wint. Seven Flasher, Ea. 59.50
Beatbeat, 69.50	
Gottlieb Track Record F.P. 59.50	Fairground, 34.50
	Preakness, 29.50

To Avoid Delay Give Second Choice.
1/3 Deposit, Balance C.O.D.
MILWAUKEE COIN MACHINE CO.
3130 W. Lisbon Ave. Milwaukee, Wis.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

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COMING EVENTS

TRADE SERVICE FEATURE The Billboard

April 15-19—Seventh Annual Travel Exposition, Stevens Hotel, Chicago.
April 27—Ohio State Automatic Electric Phonograph Owners' Association annual convention and banquet. Hotel Statler, Cleveland. Business session begins at 2 p.m. Banquet dinner at 6:30 p.m.
May 3—Annual Banquet. Phonograph Operators' Association of Eastern Pennsylvania and New Jersey. Club Bali, Philadelphia.
May 4-8—National Premium Exposition, Palmer House, Chicago.
May 14-16—Tenth Annual Convention of Retail Tobacco Dealers of America, Inc., Hotel Astor, New York City.
June 8-11—Confectionery Industries Exposition, New York.
September 14-16—Advertising Specialty National Association, Chicago.
November 9-13—American Bottlers of Carbonated Beverages Convention, New York.

Detroit Operators Not Prepared for Blackouts or Raids

DETROIT, April 11.—Detroit operators, it is said, do not seem to have planned very far ahead on meeting wartime operating conditions. The town was the scene of a major Industrial Protection Institute meeting recently, but questioning of operators showed that few had made plans for meeting actual blackout or raid conditions. In a few cases operators felt that no particular steps they could take would help much and that location problems were best left to location owners.

One possibility of interest was that certain types of telephone music installations, of the Tele-Tone or Magic Music type, could readily be adapted to carrying warning notices in the event of an emergency. Music operators are stressing the importance of their machines from the standpoint of morale.

Penny Machines Hit

Hardest hit of all types of machine operators have been the penny machine men. This class of operator has been accustomed to a small margin of profit with a steady volume of business. Operating costs, especially of supplies, have been going up in this area, and while little acute shortage of supplies is reported, the increasing wholesale cost has cut the profit margin down to the vanishing point.

Freezing of machine ownership for the duration appears to be taking place in several lines. New capital is not being brought into the venture because few men, even those currently earning big pay in defense factories here, are willing to invest in any new business at this time.

There is, on the other hand, a distinct trend away from machine operation, especially in the vender field. Defense workers are satisfied with their heavily increased earnings, reports indicate, and those with a few machines are getting rid of them. Other men are leaving for war service, there is some dropping of routes and some selling out.

S. F. Assn. Aids Patriotic Drive

SAN FRANCISCO, April 11.—Thousands of "Serve in Silence" posters have been distributed thruout this city by the Amusement Merchants' Association, local pin game group. Members have not only been carrying the 18 by 12 inch signs into their own locations but into any and every place of business where such literature can carry its important message to the public.

Poster the association is using, according to Sidney Mackin, managing director of the group, was originally produced by the Standard Oil Company for use in its own organization as a caution to its employees.

At a meeting of the Red Cross publicity committee, of which Mackin is a member, P. H. Patchin, director of Standard Oil, explained the necessity of further disseminating educational material of the "Serve in Silence" type. To do this, however, presented a problem, inasmuch as no funds were available to cover distribution costs.

Mackin, however, saw in the suggestion a marvelous opportunity for the coin machine industry to once again work out a public service problem. A special meeting between Patchin, Mackin and the association's printer resulted in the successful development of a plan whereby paper stock was furnished by one of the large paper houses in the city, the printer took care of turning out the posters and the association assumed full responsibility for their distribution.

Fact that these signs now are on display in thousands of establishments thruout the city attests the widespread coverage of the group and has resulted in creating a tremendous amount of constructive recognition for the industry in this area, Mackin reports.

★ SERVE IN SILENCE ★
DO NOT REVEAL MILITARY INFORMATION
★ ★

Sign measures 18 by 12—printed in red and blue on white cardboard.

BRAND NEW MILLS JUMBO. Combination Mint Vender Free Play Cash and Check Payout $229.50
Guaranteed Like New
MILLS Late Model Four Bells, Cash and Check $299.50
Mills Late Model Jumbo Parade, Cash-Check Mdl. $119.50
MILLS THREE BELLS
Write for Prices.
COMPLETE STOCK OF
MILLS NEW SLOTS
on Hand for Immediate Delivery
We have the largest stock of USED SLOTS in Mills, Jennings, Pace and Watling. Write for Price List and Circulars.
SICKING, INC.
1401 Central Pky., Cincinnati, O.
927 E. Broadway, Louisville, Ky.

This space is donated to remind you to BUY UNITED STATES SAVINGS BONDS AND STAMPS
GLOBE PRINTING COMPANY
1023-25-27 RACE ST., PHILA., PA.

LANE JASPER
Or anyone having his mixed address or shrewdness. Please contact
McCALL NOVELTY CO.
3147 Locust St. ST. LOUIS, MO.
(Phone: Jefferson 1644)

SELLER MEETS BUYER THRU BUCKLEY TRADING POST
NOW—With lists from every Section of the Country—we are ready for Business.
DO YOU NEED—Pin Tables—Phonographs—Wall Boxes—Adaptors—Coin Machines—Arcade Machines—Any Supplies or Accessories.
DO YOU HAVE FOR SALE—Any of the same Equipment.
If you need Equipment tell us and with the list give us your offering price.
If you have Equipment for sale list it—describe it—and quote your selling prices.
BUCKLEY TRADING POST
4225 WEST LAKE STREET
CHICAGO, ILLINOIS

EVANS' TAX FREE GAMES
★ PROFIT-PROVEN WINNERS! ★
PLAY BALL
Sensational manikin-baseball. Pitcher actually winds up and throws ball through air!
SUPER BOMBER
New "Bomb a Jap" theme gets nickels! U. S. Bombers blow up Jap warships! Not a gun!
TEN STRIKE
All-time manikin-bowling favorite, better than ever! New refinements, faster play!
TOMMY GUN
For defense-minded America . . . smallest, fastest, lightest machine gun thriller!
BUY U. S. DEFENSE BONDS TODAY!
H. C. EVANS & CO., 1520-1530 W. Adams St., CHICAGO
WEST COAST Factory Sales Representative MAC MOHR CO. 2916 W. PICO BLVD. LOS ANGELES, CALIF.

SPRING CLEARING SALE
All Games Thoroughly Reconditioned and Cleaned—Ready for Locations.
FREE PLAY GAMES
Big Six $19.00
Chevron 10.00
Fantasy 10.00
Horoscope 35.00
Keen-o-Ball $12.50
Leader 27.50
Legionaire 42.50
Playball 32.00
Score Champ. $10.00
Stars 29.50
Stratoliner 42.00
Sunbeam 35.00
Trailway $32.50
Vacation 15.00
Zig Zag 45.00
COUNTER GAMES
American Eagle (Fruit Reels, 1¢) ..... $ 9.00
Imps (1¢ Cig.) 4.00
Lucky Pack (1¢ Cig.) 4.00
Marvels (1¢ Cig.) 12.50
Ball Shot 10.00
Vitascope with Stand 12.00
PHONOGRAPH EQUIPMENT
Wurlitzer Counter Model 71 ..... $115.00
Wurlitzer Counter Model Stands 10.00
2 Filbron Units (24 Record), operated with Filbron, Buckley or Plasmore Wall Boxes, Each 35.00
3 Filbron Wall Boxes (24 Record), Each 10.00
1 616 Wurlitzer Unit, complete with Adapter in Metal Cabinet 70.00
7 Buckley Wall Boxes (16 Record), Ea. 10.00
FREE PLAY CONSOLE
Mills Jumbo Parade $90.00
Terms: 1/3 Deposit, Balance C. O. D. Give Shipping Instructions.
Phone: Rosedale 7445
J. S. MORRIS & SONS 4633 DELMAR BLVD. ST. LOUIS, MO.

X-RAY POKERINO Brand New, in Original Cases $164.50 First Come First Served
Special Discounts in Lots of 5 or More
ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

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Get Chicago Coin's All Star

Hockey

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BEFORE IT'S TOO LATE!

Production is limited on the outstanding game of 1942 — so send your order without delay!

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100% Skill!
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Buy U. S. BONDS and STAMPS!

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1725 W. DIVERSEY
CHICAGO

OUR APRIL RELEASE . . .

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FINALE FOR DURATION!

D. GOTTLIEB & CO.

1140-50 N. KOSTNER AVE. CHICAGO

★★BADGER'S BARGAINS★★

Due to market fluctuations, we are not listing all prices. A card or letter to the nearest office will immediately bring our complete latest price list on all Phonographs, Adapters, Speakers, Wall and Bar Boxes of all makes. Write either office today!

SEEBURG

Seeburg 9500 R.C.	Write
Seeburg 9500 Elec. Sel.	Write
Seeburg 8500 R.C.	Write
Seeburg 8500 Elec. Sel.	Write
Seeburg Colonial R.C.	Write
Seeburg Mickey, R.C.	Write
Seeburg Classics, R.C.	Write
Seeburg Classics	$194.50
Seeburg Vogues	184.50
Seeburg Regals	149.50
Seeburg Gems	139.50
Seeburg Rexs	94.50

WURLITZER

Wurlitzer Model 850	Write
Wurlitzer Model 870E	Write
Wurlitzer Model 850E	Write
Wurlitzer Model 800	Write
Wurlitzer Model 700	Write
Wurlitzer Model 500	$185.50
Wurlitzer Model 600	159.50
Wurl. Model 616, Ill.	59.50
Mills Throne	139.50
Mills Empress	179.50
Mills Zephyr	29.50

ROCK-OLA

Rock-Ola Spectrums	Write
Rock-Ola Glamours	Write
Rock-Ola Universals	Write
Rock-Ola Playmasters	Write
Super Rockolites	$219.50
Super Walnuts	209.50
Master Rockolites	209.50
Master Walnuts	197.50
Rock-Ola DeLuxe	159.50
Rock-Ola Standard	149.50
Rock-Ola Monarchs	89.50
Rock-Ola Imperials 20	79.50

BADGER'S RECONDITIONED WALL AND BAR BOXES

Rock-Ola 1940 Bar	$10.50	Buckley Bowl	$17.50
Rock-Ola 1941 Wall	19.50	Rock-Ola 1940 Wall	16.50
Rock-Ola 1941 Bar	22.50	Pin-Mar Boxes	$24.50
		Keeney Boxes	12.50

BADGER SALES CO.
1612 West Pico Blvd., Los Angeles, Calif.

BADGER NOVELTY CO.
2646 North 30th St., Milwaukee, Wis.

DAVE SIMON

119 ALLYN STREET HARTFORD, CONN.

PHONE: HARTFORD 2-5400.
(REAR OF OFFICES DIRECTLY IN LINE WITH BOND HOTEL)

NEW YORK OFFICES AND SHOWROOMS AT 550 10TH AVE. PHONE: PENN 6-0496.
Still a Few KEENEY SUBMARINE GUNS in Original Cases—Write—Phone—Wire!
EXHIBIT SUPPLY CO. —— Distributors for —— J. H. KEENEY & CO.

OPERATORS — DISTRIBUTORS

"BRAND NEW" GAMES

MADE OUT OF YOUR OLD GAMES

NOTE THESE FEATURES

1. All old paint removed.
2. Cabinets redesigned and refinished.
3. New design on backglass and playfield.
4. New names. New moulding around glass.
5. All metal parts refinished. All legs refinished.
6. New style bumpers added. Playfield panel repinned.
7. Both inserts tested and reconditioned.
8. Machine tested for percentage.

Operators, Ask Your Distributor

SULLIVAN-NOLAN ADV. CO. 527 W. CHICAGO AVE. CHICAGO

BELLS

GENUINE FACTORY REBUILTS!
Blue Fronts — Brown Fronts — Gold Chrome Bells — Chrome Bells — Bonus Bells — Hand Load Mystery Bells.
1c — 5c — 10c — 25c — 50c

WRITE FOR PRICES

SKILL GAMES

Western's Baseball-'39 Comb. F.P.&P.O.	$ 94.50
Batting Practice	159.50
Seeburg Shoot the Chutes	104.50
Keeney Air Raider	149.50
Evans Ten Strike	79.50
Bally Shoot the Bull	69.50
Anti-Aircraft, Mar'ds	62.50
Exhibit's Stratler	69.50
Bally Alley	59.50
Skeeballette	79.50

PHONOGRAPHS WANTED
CASH OR TRADE
SEND YOUR LIST TODAY

AMI Singing Tower, Wall Type, 40 Selections, Complete with 4 AMI Bar Boxes $239.50

PAYTABLES

Long Shot	$174.50
Sport King	144.50
Grand National, J.P.	109.50
Pacemaker, $45 J.P.	109.50
Grandstand, $45 J.P.	89.50
Thistledown, $45 J.P.	79.50
Hawthorne, $50 J.P.	79.50
Seabiscuit, $45 J.P.	79.50
Sport Page	69.50
Mills 1-2-3	59.50

PHONOGRAPHS

SEEBURG

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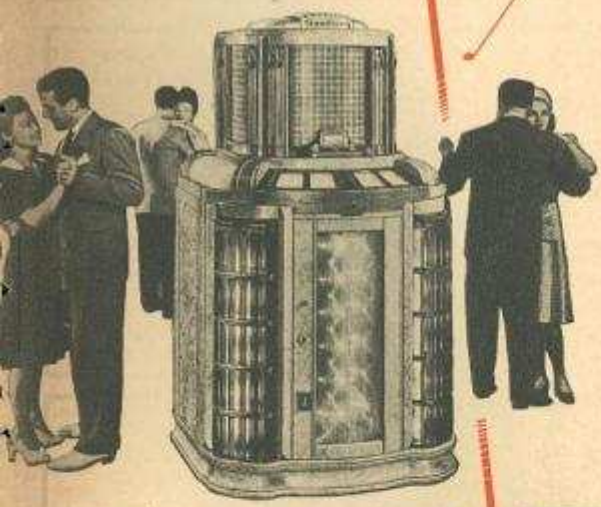

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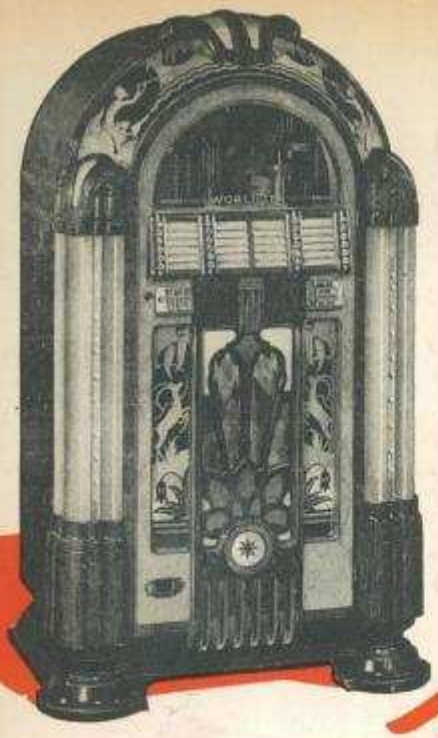

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